

Angie
WITKOWSKI

TAKE
THE LEAD

A PREMIER DEVELOPMENT
EXPERIENCE FOR STRONG
WOMEN LEADERS

STRENGTHENING YOUR
AUTHENTICITY, CONFIDENCE
AND COURAGE

Take the Lead Women's Leadership Conference

What is Take the Lead?

Take the Lead is a premier Women's Leadership Conference that sparks leadership and motivates teams.

Hosted by seasoned leadership expert, Marine Corps Captain, and NY Times Best Seller Angie Witkowski, this on-site conference is designed to help women build the clarity, confidence, and courage to *Take the Lead* and inspire transformational leadership,

Extraordinary guest speakers and luminaries are invited to speak and elevated networking opportunities abound in engaging, interactive small group breakout sessions.



The ultimate goal is to ignite leadership, while encouraging participants to leverage their unique strengths and authentic leadership styles.

Hurry! 2024 enrollment has begun.
angieconnect.com/take-the-lead.

Three Ways to Participate

Invest in Your Team – Send women or your whole team to attend *Take the Lead*, offered for open enrollment in four major cities in the United States throughout the year in 2024. The cost is \$795 per person, with a \$100 OFF specials and/or a group discount when you buy a Table of Six. Click angieconnect.com/take-the-lead, select a city, scroll down, and save!

Sponsor a Conference – you can apply to sponsor an existing open-enrollment *Take the Lead* event, and that sponsorship includes marketing of your dedication to women leaders through our special promotional and marketing materials. Plus, optionally you can score a slot to speak at the event or participate in a panel. Reach out to info@angiewitkowski.com for more information.

Book a Private, Custom Event – called the *Take the Lead Roadshow*, you can book a private, customized event that will travel to all your location(s).

It makes sense –and cents– to invest in women.
www.angieconnect.com/take-the-lead

Top 10 Reasons Why Companies Invest in Take the Lead

Women leadership training with Take the Lead is a smart investment because it can translate into an attract, retain, succession cycle to build the most efficacious women leaders, proven to net higher profits, provide a more positive work environment overall, and increase job satisfaction that then leads to a stronger commitment to the organization.

Better for Business

- **Achieve Higher Profitability:** Companies with higher percentages of women in leadership roles are more profitable.ⁱ
- **Increase Innovation & Performance:** Women in leadership bring unique skills and approaches, driving innovation and enhancing overall company performance.ⁱⁱ
- **Increase Overall Productivity:** Decades of research show that women leaders enhance collaboration, inspire organizational dedication, and improve fairness--all while increasing productivity and profitability.ⁱⁱⁱ

Increase Talent Acquisition, Retention, & Succession to Build Your Leadership Pipeline

- **Attract & Retain Top Talent:** Companies that prioritize women leadership training and champion gender equality are better positioned to attract top talent, both male and female. Plus, this commitment to professional development can increase employee satisfaction and retention.
- **Improve Succession Planning:** Developing a women leadership pipeline prepares the organization for future leadership transitions and ensures continuity for women in leadership roles.

Ignite Leadership that Will Spread Like Wildfire

- **Build Confidence & Courage to Lead:** Women will learn career leadership skills, how to have executive presence, and how to build and broadcast their unique and authentic professional brand. This helps equip women with the confidence and courage to connect and elevate within an organization.
- **Spark Leadership, Motivate Teams:** Take the Lead leadership training helps women level up their leadership and inspires a contagious spirit that they are encouraged to share throughout your organization.

Exceptional Value

- **Cost-Effective:** While leadership training can cost thousands of dollars, this premier in-person event is only \$795 per person and includes a full day of professional development with motivational speakers, interactive breakout sessions, networking, as well as a catered luncheon, all at a premium location.
- **Special Deals:** In addition, there are \$100 Off specials available and a group discount available when you purchase a Table of Six. To learn more, click [angieconnect.com/take-the-lead](https://www.angieconnect.com/take-the-lead), select a city, scroll down, and save!

www.angieconnect.com/take-the-lead

ⁱ <https://www.mckinsey.com/featured-insights/diversity-and-inclusion/diversity-matters-even-more-the-case-for-holistic-impact>

ⁱⁱ <https://www.forbes.com/sites/forbesbusinesscouncil/2023/02/07/why-everyone-wins-with-more-women-in-leadership>

ⁱⁱⁱ Women Leaders Make Work Better: Here's the Science Behind How to Promote Them, Mar 23, 2023, Amy Novotney, <https://www.apa.org/topics/women-girls/female-leaders-make-work-better>