



## The One-Day MBA!

### THE WHY

The basic mechanics of business and economics can feel, well, daunting. Even the most educated women (and men) I know have told me that when it comes to debt and equity, supply and demand, debits and credits, and so on—it all seems intimidating, mystifying, and overwhelming. Sometimes, we've been living in the midst of all this stuff for years and are still struggling to understand how the business and economics of life work.

When I went to business school five years after completing my undergraduate major in Government and Theology, I was blown away by what I didn't know or understand of all the things that were humming around me every day. Every interaction and transaction, both large and small, are driven by these basic concepts of economics and business. And yet many of us haven't had the opportunity to learn about the frameworks that can help us understand our world and be more effective in it.

As my MBA curriculum unfolded, I was so energized by a multitude of lightbulb moments when I finally "got" it. You know those "aha" feelings when someone finally explains something to you in a way that makes everything make sense? That experience of having something that was complex and elusive finally netted out for me in a way that I could "see" it changed everything for me. I never looked at the world the same way again and was empowered to see connections and make better decisions that weren't possible for me before that.

That "aha" moment is exactly what we're trying to achieve with Women@Work(shops). We want to empower every woman to see connections and make better decisions in their personal finances, for their businesses, and for their futures.

### THE WHEN

To start, we plan to host Women@Work(shops) twice a year, including one in Fall and one in the Spring.

### THE WHERE

While the exact venues haven't been established, we're targeting Boston, Washington, DC, Chicago, and San Francisco. Our plan is to partner with undergraduate and/or graduate women's organizations at major educational institutions, such as Georgetown and the University of Chicago.

### THE WHO

We're eager to engage with a range of women interested in advancing their careers. Maybe you're just graduating from medical school and want to complement your science-focused degree with some basic business skills? Perhaps you're an attorney focused on public interest work, but want to ensure you have a sound framework for the way most organizations are structured and function? Could be that your career is well underway as a graphic designer, but you want to have better business acumen to drive revenue growth and be profitable while also working more effectively with clients? Maybe you're a woman who had a career right out of college, but took a few years off to have your kids and want to get your head back in the game while networking and exploring new opportunities?

All of these scenarios and more make sense for Women@Work(shops). Whether you're just getting started with your career or have a few years under your belt and are determined to advance, we think you'll benefit from the content and conversation of these one-day events.

### THE WHAT

The day will be jam packed with practical classes, panel discussions, engaging Q&A, and the opportunity to network with peers and mentors. Participants will walk away with one-page "cheat sheets" on each topic that will provide a new framework for how to see the world and evaluate transactions—monetary and otherwise. Beyond the basics of business and economics, we're excited to engage in broader forums around other topics that can make or break a career—men and navigating the politics of gender dynamics, creating a personal brand, and managing a career while trying to juggle pregnancy and parenting.

All of that in a day...it's a tall order, but constraints breed brilliance! Check out a more detailed agenda on the back.





THE TANGIBLE STUFF		
TIME	FOCUS	DESCRIPTION
8:00 - 8:45 AM	<b>MICROECONOMICS</b>	What are supply and demand and how do they affect the price of things like education, healthcare, electronics, and clothes? How do people and what they do get valued?
9:00 - 9:45 AM	<b>MACROECONOMICS</b>	How does all this tax stuff work—income tax vs. property tax vs. sales taxes? Why are there different kinds of taxes and what are they trying to accomplish? What are other factors that influence things like how many jobs are available, whether people are getting raises, whether the value of homes is going up or down? Why does it cost less to travel to Europe this year than last year?
10:00 - 10:45 AM	<b>ACCOUNTING</b>	How do people keep track of money and other things of value and report on them? What are debits and credits? What's the difference between accounting for individual people or families vs. smaller organizations vs. larger companies?
11:00 - 12:45 PM	<b>INVESTMENTS</b>	What is the stock market and how does it work? What's the difference between a loan or debt and an investment or equity? What's the difference between a private company, a public company, and a non-profit organization in terms of ownership structure and how each person's stake is valued?
12:00 - 12:45 PM	<b>LUNCH &amp; NETWORKING</b>	
1:00 - 1:45 PM	<b>MARKETING &amp; SALES</b>	What are the basics of generating interest in and selling a product? How do you decide who your customers are and determine how to reach them, make them happy, and build loyalty?
2:00 - 2:45 PM	<b>ORGANIZATIONS &amp; OPERATIONS</b>	What are the things that characterize all organizations? What are the primary functions and why do they exist, what do they do? How are different roles in an organization typically compensated? Who controls whom and what?
THE INTANGIBLE STUFF		
3:00 - 4:00 PM	<b>NAVIGATING MEN &amp; GENDER DYNAMICS</b>	We've come a long way, baby, but men still influence our success and happiness at work. So what's the best way to figure them out, anticipate their reactions, and hone our strategies and tactics based on that? Is there a way to decode the vast myriad of guys out there and narrow them down to archetypes to understand how they're wired and the best way to be effective with them? Based on the book Men@Work, this session provides an opportunity to explore the types of men who we see repeatedly and explore how to be more effective with them.
4:00 - 5:00 PM	<b>CREATING A PERSONAL BRAND</b>	Who the heck are you?! :) What's your tagline? What's your appearance and voice and content saying? Is there a disconnect between your internal ideas and values and your external persona and the way people are perceiving you? Take the opportunity to bridge the gap and become your best self, achieving an external persona that matches your internal, that capitalizes on everything you have to offer.
5:00 - 6:00 PM	<b>SURVIVING PREGNANCY &amp; PARENTING</b>	How can you make it all work? Is it worth sticking it out? What's the right mix? Is there a way to be bad at all of it and still survive? Who the heck knows, but we'll talk through the whole thing and what's worked or not worked for women who have been there and done that.
6:00 - 8:00 PM	<b>COCKTAILS, HORS D'OEUVRES &amp; NETWORKING</b>	