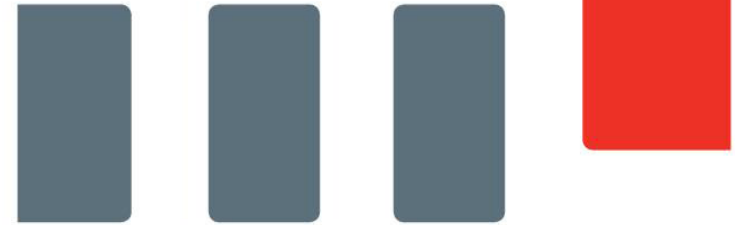




TAKE THE LEAD



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**.



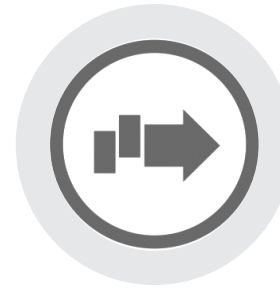
DEVELOP

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 sallyannemccartin@gmail.com. For all other inquires, please contact takethelead@taketheleadwomen.com.**

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

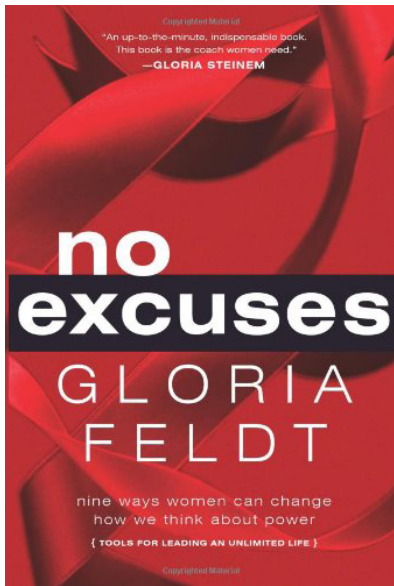
—Sheryl Sandberg, COO of Facebook

TAKE THE LEAD



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NEVER HAS THERE BEEN A MORE URGENT TIME FOR CONVERSATIONS ABOUT POWER AND WOMEN



“There’s no excuse for women today not to own their own power and lead an unlimited life.”

Available wherever books are sold.



NO EXCUSES

9 Ways Women Can Change How We Think About Power

Women are earning more college degrees than ever before—and even more than men for the first time. For every man who received a bachelor’s degree, two women did the same. Yet there is still a 20% pay gap between men and women, and women represent only 4% of Fortune 500 CEOs. What’s wrong with this picture?

In *No Excuses: 9 Ways Women Can Change How We Think About Power* (Seal Press), feminist icon Gloria Feldt asserts that women need to change their view of power and what it means to have it.

“This year the conversation about women and power has been blown wide open and there has never been a more urgent need for women to seek out and fight for leadership roles.”

Combining extensive research, her personal experience as former CEO and president of the Planned Parenthood Federation, and interviews with

dozens of women politicians, business owners, and activists, Feldt concludes that the doors of opportunity are wide open, but too few women are leading the way to claim their power and reach parity with their male counterparts.

Gloria encourages women to embrace power—by redefining it from the traditional *power over* to the expansive *power to* and employing every medium to get their message across. *No Excuses* provides 9 practical leadership power tools that help women to embrace their power in their relationships and at work, in order to lead unlimited lives. From “Know Your Own History,” to “Carpe the Chaos,” Feldt’s clear and inspirational guide breaks down the often unconscious barriers that prevent women from taking their fair and equal share.

Timely and hard-hitting, *No Excuses* is an invaluable resource that will help women equalize gender power in politics, work, and love.

“Feldt is one of the most motivating women in America, period. Her observations are sharp and her courage is contagious—for women of both political parties.”

—Cindi Leive, Editor in Chief of *Glamour* Magazine

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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



Finally, someone said it out loud.

"There's a reason why we haven't had a September. "We as a society still grapple in a lot of ways, unfairly. And that expres



STEVE COCHRAN SHOW, WGN-RADIO

Gloria Feldt on Women Taking the Lead

POSTED 8:51 AM, DECEMBER 26, 2016, BY LISEGRAHAMWGNAM, UPDATED AT 10:57AM, DECEMBER 26, 2016

Gloria Feldt is co-founder and president of [Take The Lead](#), the new women's leadership movement to prepare, develop, inspire and propel women to take their fair and equal share of leadership positions across all

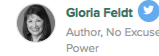


HUFFINGTON POST

THE BLOG

Three Lessons To Make The Women's March Worthwhile

01/24/2017 03:56 pm ET



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

I've marched in and organized many marches. So I supported but wasn't planning on going to DC for the January 21 Women's March, feeling good that younger women were rightly leading this time around. As the time grew nearer, Take The Lead's Leadership Ambassadors created an Action Party event that grew just as the self was growing beyond all expectations. I had to be there — for solidarity with the millions of other marching women and men



MOTTO

OPINION

Gloria Feldt: Feminism Doesn't Need to Be Palatable in 2017

By **Gloria Feldt**
Jan. 18, 2017



Princess Leia: We have no time for sorrows, Commander. You must use the information I plan the attack — it's our only hope.

FAST COMPANY

5 MINUTE READ | STRONG FEMALE LEAD

Actually, Women Do Ask For Raises As Often As Men—They Just Don't Get Them

A recent study shows that women know what they're worth and aren't afraid to ask for it. It's their employers that don't.



ing a culture where women feel od at collaborating and...just power trip." Gloria emphasized ."She who asks, gets."

SO MONEY WITH FARNOOSH TAROBI

EPISODE 508 Gloria Feldt Co-Founder and President of Take The Lead

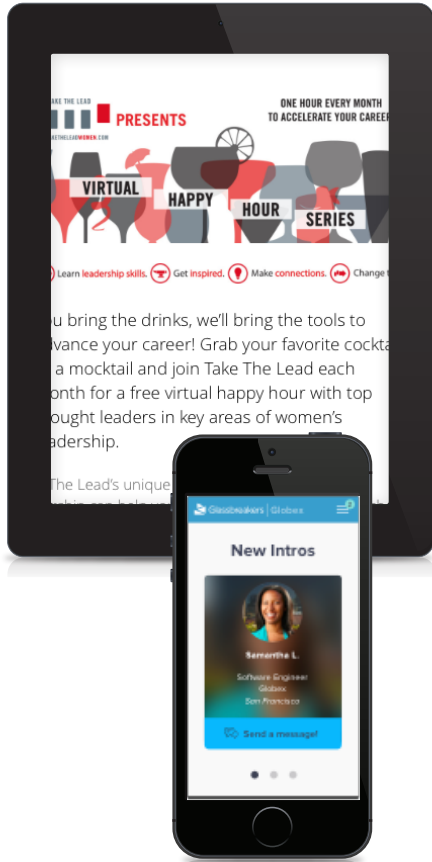
Going from teen mom and high school drop out to later the president of Planned Parenthood and being named Glamour Magazine's Woman of the Year.... Our guest today is in, one word, incredible. She's also the author of the best-seller **No Excuses: 9 Ways Women Can Change How We Think About Power.**

alling her classic *Star Wars* lines. Though the women of all ages reeling from the

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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.

TAKE THE LEAD



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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

For more on Gloria Feldt, her availability for interviews, keynotes, training programs, events for women in or near the C-suite, please email sallyannemccartin@gmail.com. For all other inquires, please contact takethelead@taketheleadwomen.com.

