

#GirlsClub

Thought Leader Information

What Is #GirlsClub?

— Our Mission

#GirlsClub is committed to changing the face of sales by empowering more women to earn roles in leadership - helping reverse the zero-growth trend of women leaders in sales. We address this by providing a cross-company community + a six-month exclusive training program including:

- Tactical Sales Management Job Training
- 1:1 Female & Male Mentors
- Confidence-building Curriculum
- A Community That Empowers Risk Taking

— Our Values

We value inclusion, education, hard work, and spirit.

We believe in the power of role models and integrity as passionately as we do authenticity and imperfection.

We are initiative-takers, people-developers and esteem-builders. We hold true that opportunity is abundant and a community of support and encouragement will shine a light into corners where scarcity may still exist. We celebrate trail blazers, risk takers, working moms, and every single woman in the World who listened to her little voice that said, “More” and then did just that.

— Our Vision

The power of the #GirlsClub community is limitless. Soon it will expand beyond sales as a brand synonymous with extraordinary women & men committed to helping others, advocacy for development and equal opportunity. It will spotlight companies committed to diversity & inclusion and unite our collective voice, vote, and buying power to impact critical social stigmas and business issues. No longer will woman at work feel alone, undervalued or underpaid. With #GirlsClub behind her she brings education for all, confidence, and the power of her network. Together we are stronger.



We have to do more to empower and connect women in sales careers and #GirlsClub focuses on that exactly.

I'm ecstatic that #GirlsClub is here to provide guidance and help young women navigate the challenges as they pursue the upside in their sales careers.

#GirlsClub is an invaluable resource for woman at any level of her career.

**CASSIE FIELDS, FIELDEDGE,
MENTOR**

Our Story

After spending 20 years in technical sales leadership, #GirlsClub founder Lauren Bailey knew the struggle and the “only-ness” of being a female sales leader first hand. Tired of talking about the lack of women in leadership, she committed to take action and fix it.

Lauren and her team at Factor 8 donated free award-winning sales management training on their eLearning platform The Sales Bar.

The exclusive training program boasts an over 60% promotion rate for aspiring managers.

#GirlsClub quickly went viral. Men and women everywhere started identifying female talent and encouraging them to participate. And then it grew.

Today thousands of men and women have joined us in helping women earn leadership positions in sales and the exclusive management training program boasts an over 60% promotion rate for aspiring managers.

We think we're on to something and we hope you join us.

Our Community

PROTEGEES

Current or aspiring sales managers enrolled in the exclusive #GirlsClub training program

MENTORS

Men and women working 1:1 with Protégées during the training program. Mentors have 5+ years of Leadership experience.

THOUGHT LEADERS

High-level women giving their time and voice as #GirlsClub role models

ALLIES

An army of men who have joined the community by nominating, mentoring, and sponsoring women

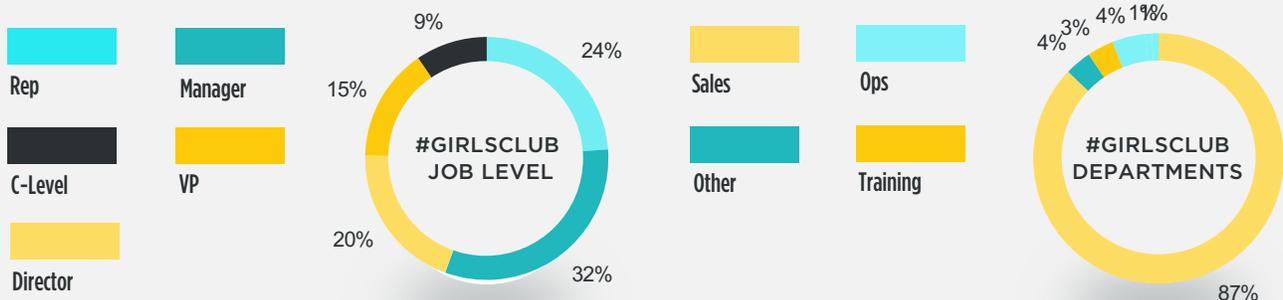
COMMUNITY MEMBERS

Thousands of subscribers consuming regular content & supporting the cause

MANAGERS/ADVOCATES

Protege's supporters during the training program helping develop & apply new skills on the job

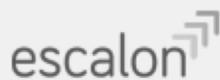
Get To Know The Women In #Girlsclub



Today #GirlsClub focuses on preparing more women for the Team Lead, Manager & Director roles. Protegees are surrounded with Role Models at the Peer, Mentor and Thought Leader levels from companies in all industries and sizes. Mentors receive development from the Mentor and Thought Leader communities.

#GIRLSCLUB

Mentors



#GIRLSCLUB

Proteges



#GIRLSCLUB

Thought Leaders



Judy Bucholz
General Manager



Jill Konrath
Owner



Amy Appleyard
VP Sales



Shari Levitan
Owner



Anna Baird
COO



Barbara Weaver Smith
Founder & CEO



Regina Manfredi
VP



Lori Richardson
President

#GIRLSCLUB

Sponsors & Partners



What Is The Community Saying About #GirlsClub?



MINH LE, PROTEGE

When I started #GirlsClub I was at a bit of a crossroads. Turns out, joining #GirlsClub was the right opportunity at the right time. I was paired with an amazing mentor who provided advice for conversations with leadership... she even had us role play so I could practice how to initiate these conversations. As a result, I had confidence to take a risk and raise my hand for the next step in my career.



SHARI LEVITIN, THOUGHT LEADER

This program is AMAZING! I am putting my people in it!



JULIA BOURNE, PROTEGE

#GirlsClub has made me stretch myself in so many ways that I never expected. I feel so lucky to have been able to experience this training and be apart of this experience.



CHRIS BEALL, SPONSOR

#GirlsClub is an important movement and the right thing to do.
Easy decision.



Being A #GirlsClub Thought Leader



THOUGHT LEADER COMMITMENTS

Thought Leaders commit to lending their wisdom and voice to the program with at least one activity of their choosing:

1. Contributing to the #GirlsClub blog with content on leadership, women in sales or leadership, risk taking, failure, or authenticity
2. Sending already-completed and aligned content such as E-Books, podcasts, or blogs
3. Participating as a panelist on webinars
4. Speaking at the Rise Up Finale Conference
5. Recording a Rise Up on Record video confessional of a risk, failure, or challenge
6. Participating in a Wine Down Wednesday interview and Q&A session

We encourage Thought Leaders to participate in #GirlsClub Leader Networks - pods made up of several Thought Leaders and Mentors meeting every six weeks to develop each other, lend advice and act as a mentor / peer community.

Thought Leaders agree to align with #GirlsClub values and act as stewards of the program by encouraging more women to take risks, have career conversations, join the #GirlsClub community and lean into self development and promotion opportunities.

We ask our Thought Leaders to use their extensive voice and reach to spread the word about #GirlsClub through LinkedIn posts, tweets, and emails to their network + commenting on #GirlsClub posts. Where appropriate, we ask Thought Leaders to nominate future protégées and mentors to the training program.

Join now at www.wearegirlsclub.com/contact-us

The Exclusive #GirlsClub Training Program

What

- The six-month program is offered annually and limited to 100 women per “Generation.”
- Curriculum is focused on front-line sales management skills and confidence-building activities such as:
 - Sales Call Coaching
 - The Art of Self Promotion
 - The Daily Management Cadence
 - Crucial Conversations
 - Leading With Strengths
 - Time Management for Sales Managers
 - Navigating an Unintentional Boys Club
 - Performance 1:1 Meetings

Who

- The ideal candidate is a current or aspiring sales manager ready to advance her career or an existing sales manager who needs more skill development, mentoring, or support.
- Women may apply themselves or be nominated. All applications must be approved by the protegee’s manager/advocate and the #GirlsClub staff.

How

- The virtual training introduces a new skill each month including self-paced learning, live sessions with peers, live and recorded sessions with thought leaders, & on-the-job activities.
- Protégées are matched with 1-2 experienced leaders who serve as mentors during the program.
- The community builds strong relationships with opportunities like:
 - Monthly live video meetings
 - Private #GirlsClub Slack Channel
 - Membership to private LinkedIn network (+ LinkedIn badge)
 - Local “chapter” meet-ups and activities
 - Exclusive offers from Sponsors
 - 1-day inspiring finale conference with Thought Leaders, Mentors, and previous Generations

“I literally copy paste content from the E-Learning right into messages to my team”

MELISSA M, PROTÉGÉ

www.wearegirlsclub.com/apply



RISE UP CONFERENCE 2019

30+ Speakers And Keynotes By:



Angela Raub



Jill Konrath



Sheri Levitan



Michelle Cirocco



Shawn Sandy



Roy Raanani



Lauren Bailey

Conference Overview

After working for 6-9 months with a Mentor, how would it feel to meet her face to face for the first time? Each #GirlsClub Generation becomes a family, and the Rise Up finale conference brings the family together to inspire, to share, to grow, and support. We create an environment that encourages risk taking and then impart skills to help those risks pay off. Watch us grow each year as Alumni from former Generations and aspiring Protegees spend a day connecting, learning, laughing and transforming with topics like:

- Cultivating Executive Presence
- Call Coaching Master Class
- Advice from the "She-Suite"
- How to be Equal to Anyone
- Being Human At Work
- Career Jungle Gyms vs. Ladders
- 4 Keys to Leading with Authenticity
- Beating the Wage Gap

+ Annual Awards Dinner Honoring:

Protegee of the Year
Mentor of the Year
Thought Leader of the Year
#GirlsClub Risk Taker
#Girls Club Call Coach