

# WOMEN'S LEADERSHIP BREAKFAST WORKBOOK

*Personalize Your Leadership Style*

March 6, 2020 | 8-10 a.m.  
The Hamilton



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The Junior League of Washington strives in all endeavors to be sensitive to the special needs of its members and guests. If you have any special needs pertaining to our event, please let us know.

# WELCOME



## **Welcome to the Junior League of Washington's (JLW) 3rd annual Women's Leadership Breakfast!**

There is nothing as special and empowering as spending a morning celebrating female leadership and the positive change women have and will make in our community. I am excited to have you join us for this year's event.

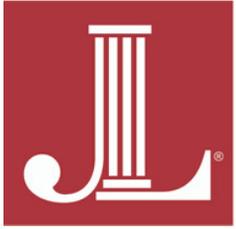
JLW is an organization formed by, run by, and empowered by women. We are more than 2,300 women committed to developing the potential of women everywhere and using our collective talents, strengths, and voices to improve the community through the effective action and leadership of trained volunteers. This event not only supports that mission through funds raised, but brings it to life.

Today, we are joined by truly inspiring and talented leaders—each who will share key themes and learnings from their own leadership journeys. Whether you aspire for a corner or oval office; dream of leading a nonprofit; or want to be a better “CEO” of your home and family—there is something in today's program for you.

We are grateful for your support of this event, the JLW mission, and of course, WOMEN.

Yours in service,

**Carly Mitchell**  
**2019-2020 JLW President**



# JUNIOR LEAGUE OF WASHINGTON

## MISSION

JLW is an organization of women committed to promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

## THE WOMEN OF JLW

We are a network of more than 2,300 highly trained women volunteers who are daughters, mothers, sisters, spouses, and friends. Lawyers, teachers, real estate agents, consultants, government workers, students, and stay-at-home moms. What unites us is our passion for helping others: helping women develop into strong civic leaders, helping DC-area residents live better lives through trained volunteer service, and helping our Washington, DC, community thrive.

## WHAT WE DO

For the last 20 years, JLW has focused on tackling the complex issue of literacy in our community. We know that an individual's ability to read, write, and communicate lays the groundwork for future success in all areas, including job preparedness, health literacy, and strengthening communities. We've established partnerships with incredible organizations, like the Library of Congress' National Book Festival; donated more than 130,000 new books to children in Wards 5, 7, and 8; and dedicated hundreds of thousands of volunteer hours to provide much needed hands-on support to nonprofits focused on adult, child, and cultural literacy.

# WOMEN'S LEADERSHIP BREAKFAST

A critical part of JLW's mission is to provide comprehensive and innovative training opportunities that equip our members to serve as civic leaders and advocates tackling critical issues, such as the League's focus area of literacy. Through these member development initiatives, we are able to amplify our effect in the Washington, DC, community.

Women's Leadership Breakfast embodies this spirit and is an opportunity to celebrate women as business leaders, entrepreneurs, community advocates, and to inspire and support the next generation of women in and outside of the League.

## Goal

This event will explore how to personalize your leadership style by learning from women who have successfully developed their own leadership skills in unexpected ways.

## Learning Objectives

Through presentations and engaged discussion with our speakers, attendees will:

- **Identify your central purpose:** define your leadership mission, goals, and vision
- **Amplify your story:** share your expertise and build your network
- **Create (or reinvent) your brand:** tell your story in a clear and concise way
- **Navigate opportunities and board rooms:** build resiliency and raise your hand

# CARLY FIORINA



## ***Founder and Chairman, Carly Fiorina Enterprises & Unlocking Potential Foundation***

Carly's experience spans from secretary to CEO, from public to private, and from for-profit to nonprofit. She started out as a secretary for a nine-person real estate business and eventually became the first woman ever to lead a Fortune 50 company. When Carly was recruited to lead Hewlett Packard (HP) in 1999, the industry was facing the worst technology recession in 25 years. Under Carly's leadership, revenue grew, innovation tripled, growth quadrupled, and HP became the 11th largest company in the country. She and her husband Frank have been happily married for 34 years. They reside in northern Virginia near their daughter, son-in-law, and two granddaughters.

**DR.  
RAJSHREE  
AGARWAL**



***Professor, Strategy and Entrepreneurship  
Director, The Ed Snider Center for Enterprise  
and Markets, Robert H. Smith School of  
Business, University of Maryland***

Professor Agarwal conducts research on the evolution of industries, firms, and individual careers, as fostered by the twin engines of innovation and enterprise. An author of more than 60 studies, her research has been cited more than 8,500 times and funded by grants from numerous foundations, including the Kauffman Foundation, the Rockefeller Foundation, and the National Science Foundation. Professor Agarwal has published in many leading journals and major media, including the Washington Post, Forbes, USA Today, Time, and the Baltimore Sun, and in video and podcasts. Before coming to the University of Maryland she was on the faculty of the University of Illinois.

# TAMMY HADDAD



## ***Media Innovator, President and CEO of Haddad Media***

Tammy is a media innovator whose Washington, DC, company devises winning strategies for clients including some of the world's top media companies, technology disruptors, innovative startups, and nonprofit organizations. She is the veteran television executive and executive producer behind MSNBC's political coverage, Hardball with Chris Matthews, Larry King Live, Today Show, and The Late Late Show. Haddad has more than 25 years of experience as an executive producer of landmark web, cable, and network programs. Her first success was as the creator and executive producer of CNN's Larry King Live. She helmed the creation of the now-famous outdoor studio of NBC's Today Show while serving as senior broadcast producer.

# MICHELLE RICE



## ***General Manager TV One and CLEO TV***

Michelle, a 15-year veteran of TV One, was named General Manager in July 2017. In this role, she is responsible for overseeing and leading all business, operational, and creative aspects of the network. Since becoming General Manager, Rice has been responsible for the launch of two hit series UNCENSORED and ATL HOMICIDE. Most recently, Rice shepherded the development of TV One's new sister network, CLEO TV, an aspirational lifestyle and entertainment TV network serving Millennial and Gen X women of color that launched in January 2019. Prior to her promotion, Rice served as the Executive Vice President of Content Distribution and Marketing. Before joining TV One, Rice also had stints at iNDemand, NBC Cable Network, and Black Entertainment Television, where she started her career through the Walter Kaitz Fellowship program in 1993.

# LESSONS LEARNED

## BREAKFAST OBJECTIVES

### **Identify your central purpose:**

define your leadership mission, goals, and vision

**Amplify your story:** share your expertise and build your network

### **Create (or reinvent) your brand:**

tell your story in a clear and concise way

### **Navigate opportunities and board**

**rooms:** build resiliency and raise your hand

# LESSONS LEARNED

## ACTIVITY: LEADERSHIP

**What is your leadership mission statement?**

**What three things will you do to share your expertise and build your network?**

# LESSONS LEARNED

## ACTIVITY: BRAND

**What is your elevator pitch?**

**What are three key pieces of your story you want to convey?**

**What steps will you take to amplify your brand?**

# LESSONS LEARNED

## ACTIVITY: ENGAGEMENT

**How will you make your brand a resilient one?**

**What steps will you take to create new opportunities for yourself?**

# MY NOTES



# RESOURCES

## **The Leadership Crisis and the Free Market Cure**

by John Alison

## **Knowing Your Value**

by Mika Brezinski

## **Daring Greatly**

by Brené Brown

## **Successful Women Speak Differently: 9 Habits That Build Confidence, Courage, and Influence**

by Valorie Burton

## **Good to Great**

by Jim Collins

## **Find Your Way: Unleash Your Power and Highest Potential**

by Carly Fiorina

## **The Algebra of Happiness**

by Scott Galloway

## **In a Different Voice**

by Carol Gilligan

## **Thrive**

by Ariana Huffington

*In honor of JLW's 20th*

*Anniversary focused on literacy  
in Washington, DC, we asked our  
speakers, panelists, and JLW  
leaders to recommend some of  
their favorite leadership books.*

*This list includes several  
selections for you to explore as  
you continue charting your  
leadership path.*

*Inclusion on this list does not  
constitute official JLW  
endorsement of the book.*

RECOMMENDED  
READING LIST

# RESOURCES



## **UNLOCKING POTENTIAL PROGRAMS**

Unlocking Potential was founded by Carly Fiorina to build the leadership capacity of nonprofit organizations and their teams by providing those leaders with the tools and resources to strengthen their problem-solving skills.

<https://www.upleadership.org>



**ROBERT H. SMITH  
SCHOOL OF BUSINESS**

## **CEO OF ME SERIES**

A five-part series on creating purposeful lives, using the same business principles that guide decisions in corporate boardrooms. The target audience is you, the CEO of My Enterprise (ME) Inc.

<https://edsnidercenter.org/create-yourself-be-the-ceo-of-me-inc>

# RESOURCES

**JLW's Development & Training (D&T) Committee** designs, organizes, and implements workshops that cultivate JLW members' leadership and volunteer skills, which then enables members to be effective volunteers, trainers, and community leaders. D&T provides at least 27 one-hour trainings during the JLW year.

The **Leadership Institute Committee** is focused on growing the leadership skills of women and empowering them to invest in our local community. Through the **Get on Board Program**, participants hear engaging presentations from nonprofit experts, participate in interactive role-playing exercises, and learn a board member's responsibilities and how these responsibilities relate to others within the organization. With the successful completion of the program, participants have the tools necessary to take their leadership and board participation to the next level of performance.

Here is what recent Get on Board graduate Laisha Dougherty has to say about her experience:

*"At the time of my Get On Board application, I was serving as a Board Intern to a literacy-focused nonprofit in Washington, DC. The timing was ideal as my board was facing many challenges including conducting an executive director search, resuscitating a budget that had fallen into the red, and re-energizing members of the board and staff who felt defeated. I was able to directly apply the things that I was learning in my Get On Board sessions and share with other members of my board. From the knowledge gained and shared, I was elected to serve as Chair of the board in which I oversaw fundraisers that turned our budget into the green. I assisted with recruiting new energized board members and I built a lasting relationship with the newly confirmed executive director. Get On Board has truly been one of the best training opportunities provided by JLW."*



# Thank You to Our Generous 2020 Women's Leadership Breakfast Sponsors!

## SILVER SPONSORS



## BRONZE SPONSORS



Terry Algire



Charles and Jacqueline Tran

Courtney and Michael Mesmer

*Thank you for empowering women and investing in the next generation of female leaders with the Junior League of Washington.*

# THANK YOU

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