



# POWER UP

*Igniting the **Intentional** Leader for **DEI***

**APRIL 15, 2021**

12 NOON - 4PM EST  
VIRTUAL EVENT

NEW RESEARCH	PRACTICAL TOOLS	POWERFUL NETWORKING
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# IT'S TIME.

***There has never been a more relevant time for organizations to take the next step in their D&I journey.***

Leaders must design programs and develop cultures that ensure their organization contributes to a national environment that compels fair treatment, access, opportunity, and advancement for all people.

The Power Up Conference for DEI brings together decision makers, DEI, training, and HR leaders of organizations, and others with a high intention for their DEI impact.

Researchers will release new studies on the impact of COVID on women in the workplace and offer data sources and technological solutions to measure and drive business decisions about DEI. Our keynote conversation will highlight personal stories, views and ideas about why diversity, equity and inclusion, and the role of justice, are critical to the success of a business.

- We will explore the latest tools for eliminating implicit bias from decisions.
- Panelists will share tools and strategies that address what leaders can do to advance DEI as both the right thing to do and a business priority.
- There are many DEI conferences—this level of substance is our differentiator.

I am thrilled to personally invite you to partner with us as we present The Power Up Conference for Diversity, Equity, and Inclusion as we engage and innovate together and rise to the occasion in every element of our personal, professional and civic roles.



**GLORIA  
FELDT**

**CO-  
FOUNDER &  
PRESIDENT,  
TAKE THE LEAD**



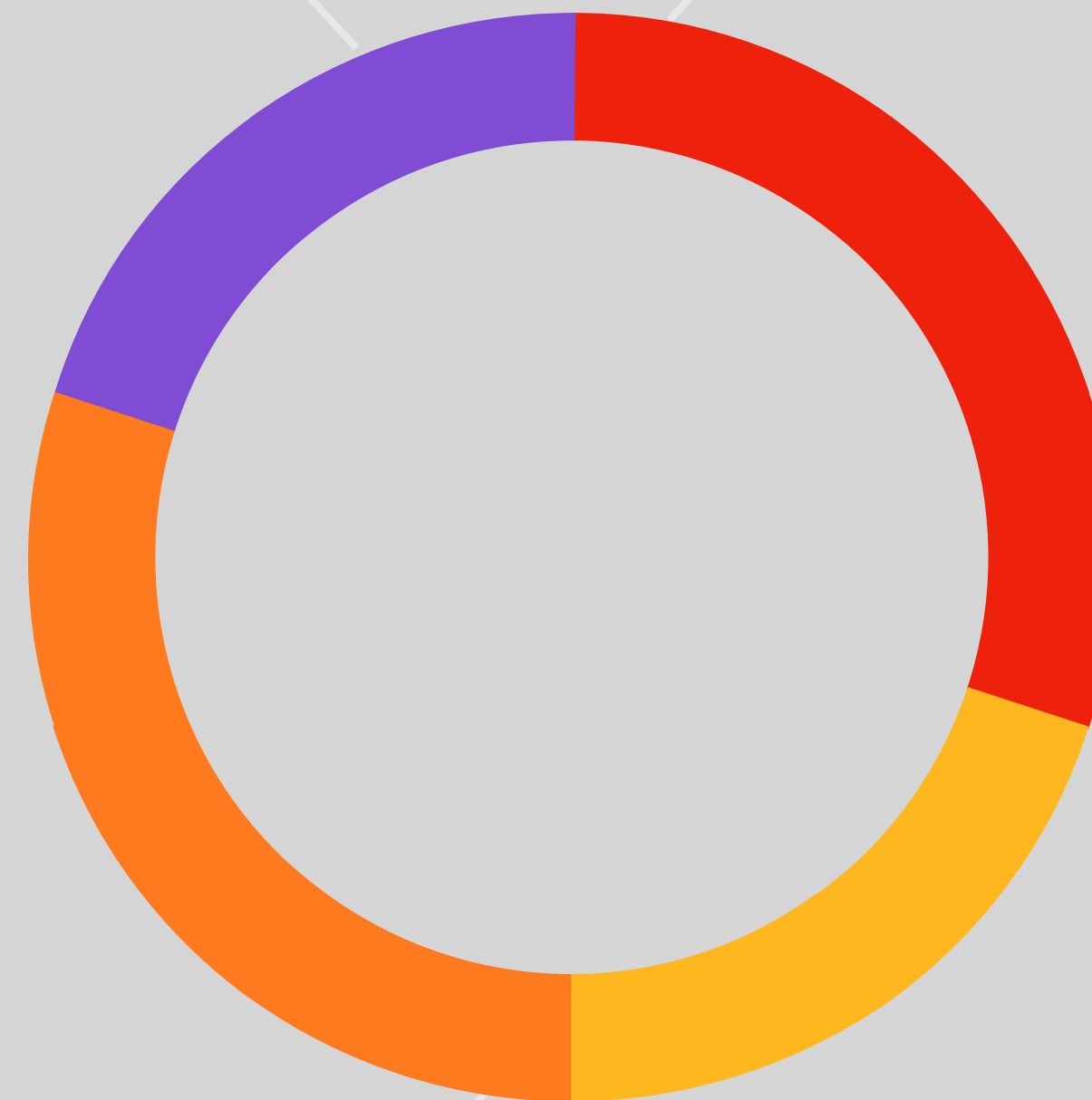
# EVENT OVERVIEW

## THE CONVERSATION ON DEI

Our featured guest will share their personal stories, views and ideas about why diversity, equity and inclusion, and the role of justice, are critical to the economic success of a business.

Panelists will share tools and strategies that address what leaders can do to advance DEI as both the right thing to do and a business priority. and hold themselves and others accountable for setting the right tone at the top.

## PANEL DISCUSSIONS



## ORIGINAL RESEARCH

Researchers will release new studies on the impact of COVID on women in the workplace and data sources and software to drive business decisions about DEI while eliminating implicit bias from decisions.

Networking sessions will offer opportunity for engagement and idea sharing, and Presenting Sponsors will host breakout rooms that highlight their brand offerings.

## NETWORKING

**FEATURED  
SOLUTIONS  
SPEAKER**



**PARDIS  
MAHDAVI**  
DEAN OF SOCIAL  
SCIENCES,  
ARIZONA STATE  
UNIVERSITY

# **ON BECOMING A JEDI: JUSTICE, EQUITY, DIVERSITY AND INCLUSION THAT MAKES DIVERSITY WORK WORK**

**A PRESENTATION OF A NEW FRAMEWORK TO BRING ABOUT STRUCTURAL AND  
SYSTEMIC CHANGES THROUGH DIVERSITY.**



**FEATURED  
PANEL**



**STEFANIE  
FRANCIS**  
FOUNDER & LEAD  
INNOVATOR,  
HOOTOLOGY



**JOSE  
DELGADO**  
VP OF PARTNER  
SUCCESS,  
HOOTOLOGY



# THE BUSINESS CASE FOR SUPPLIER DIVERSITY

UNDERSTAND DIVERSITY AND SUPPLIER DIVERSITY'S IMPACT ON A COMPANY'S BOTTOM  
LINE AND SEE HOW RELEVANT DATA CAN SUPPORT THE BUSINESS CASE FOR YOUR  
DIVERSITY INITIATIVES.



**RESEARCH &  
INNOVATION  
SPEAKER**



**BRIELLE ELISE  
VALLE  
OWNER,  
BRIELLE VALLE  
CONSULTING**

## **RESULTS OF AN ETHNOGRAPHIC RESEARCH STUDY ABOUT THE DISPROPORTIONATE EFFECT OF COVID-19 ON WOMEN.**

**NEW RESEARCH EXPOSES ORGANIZATIONAL RESPONSIBILITY FOR REACHING EQUALITY  
AND OFFERS SOLUTIONS FOR SUSTAINED CHANGE, BOTH WITHIN CORPORATIONS AND  
WITHIN THE HOME.**



# RACIAL HEALING WITH A CERTIFIED COACH



**FELICIA  
DAVIS**  
CEO, JOYFUL  
TRANSFORMATIONS  
&  
TAKE THE LEAD  
LEADERSHIP  
AMBASSADOR

**SESSION  
SPEAKERS &  
PRESENTERS\***



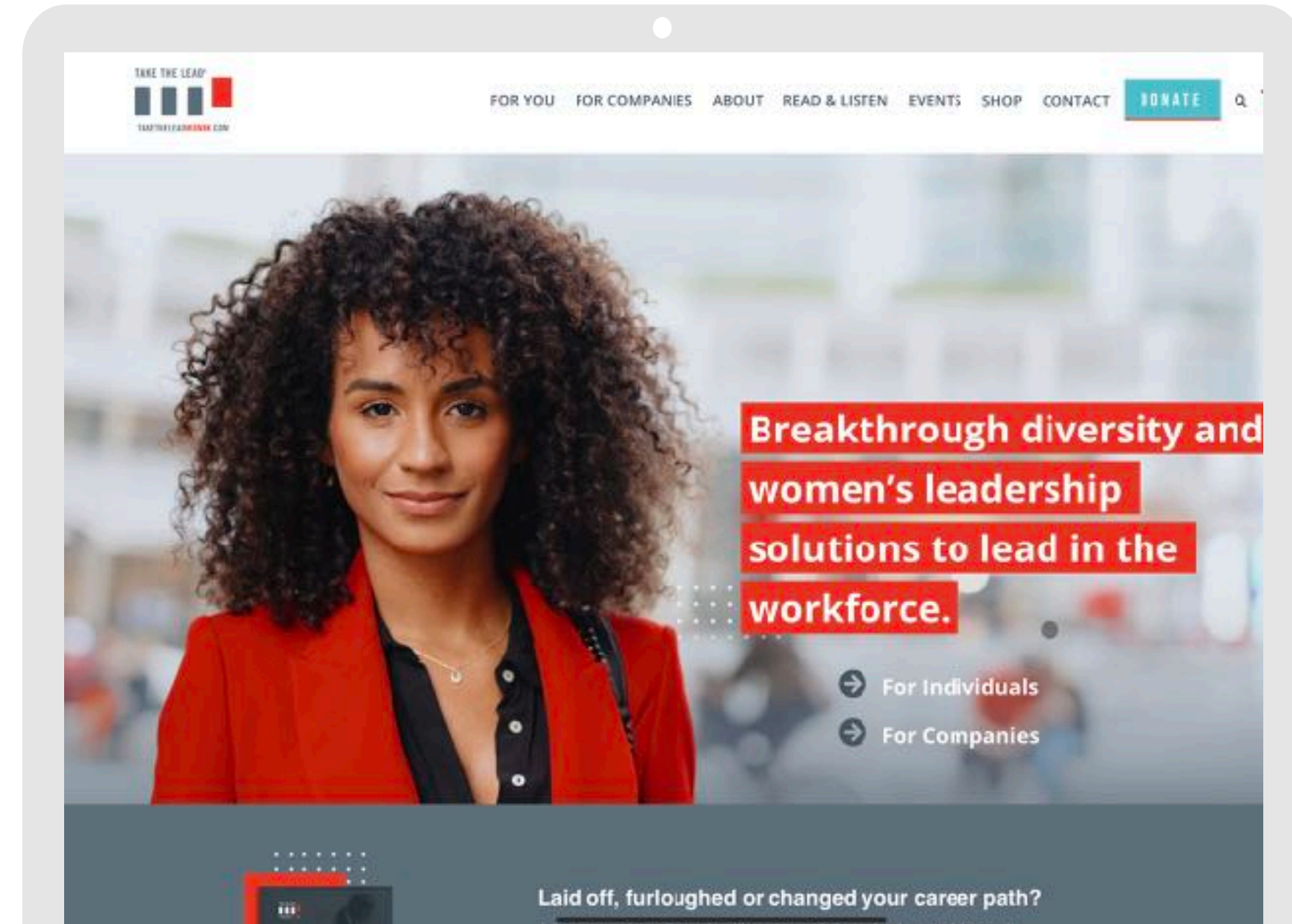
**VIDHI  
DATA**  
FOUNDER, LEAD WITH  
IMPACT  
&  
TAKE THE LEAD  
LEADERSHIP  
AMBASSADOR

# THE ROLE OF COACHING IN ADVANCING DEI

\*This list will be updated as additional speakers are confirmed



# DEMOGRAPHICS



## Virtual Live Attendance

Our event brings together **250** expertly curated Human Resources professionals; Diversity, Equity and Inclusion trainers, experts and researchers; leaders of nonprofit organizations and companies.

## On-Demand Access

Attendees will have exclusive access to sessions after the event through direct links to recordings, and to Q&A and chat channels, furthering engagement and offering potential for audience expansion.

## Evergreen Content

Expertly edited content will be offered to the general public after the exclusive period ends, further expanding reach to those who are interested in learning more about Leadership through the DEI lens.

250

- Chief Human Resource Officers
- Chief Diversity Officers
- DEI Specialists & Consultants
- Nonprofit Professionals
- HR Directors & Managers
- Researchers and Trainers



# ABOUT TAKE THE LEAD

Founded in 2014 by Gloria Feldt and Amy Litzenberger, Take The Lead's bold mission is nothing less than leadership gender parity by 2025.

That's 70 to 150 years faster than the prevalent projections. We're sure this is the moment when a quantum leap to parity can occur – through our uniquely effective programs based on solid research and measurable results. Women embrace their phenomenal power to lead with purpose, confidence, intention and joy – without fear or apology.

We provide breakthrough training, mentoring, coaching and the immediately actionable 9 Leadership Power Tools. Our supportive cohorts propel women to higher intentions and help them make strategic plans to implement their goals. We deliver custom solutions for organizations to achieve gender parity and inclusion. Our offerings in cultural inclusivity provide participants with a clear understanding of what implicit bias is and how it affects their decisions, behaviors, and judgments toward others and their own self-perceptions.

While learning the concept of culturally multilingual communication skills, participants gain a new definition of power that enables them to lead themselves and others with empathy and respect, unleashes greater trust, and engenders higher productivity. We are driven by the vision of women and men holding fair and equal shares of top leadership positions. And this will create a world that is more equitable and prosperous for all.



**PURPOSE. POWER. PARITY.**

# PROVEN PROGRAMS SINCE 2014

**1,200,000**

## WOMEN AND MEN REACHED

Through online and in-person trainings, group and one-on-one coaching, Virtual Happy Hour role model programs, podcasts and digital communities, and events like Take The Lead Day and the Challenge Launch.

**5,000**

## TRAINING PARTICIPANTS

Taking part in corporate trainings and proven programs for individuals like [50 Women Can Change the World](#) and the 9 Leadership Power Tools workshops. We help YOU lead your dreams and provide solutions that work in reaching corporate diversity and inclusion goals.

**PERCENT OF WOMEN IN UPPER LEADERSHIP  
INCREASED FROM 18% TO 25%**



# REASONS TO SPONSOR

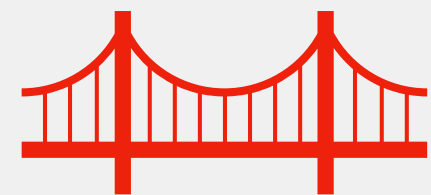


## CONNECT TO HR & DEI PROS

Connect with one of the fastest growing professional segments in the nation.

## AMPLIFY YOUR BRAND

Amplify engagement, services, & brand building a pipeline of diverse customers.

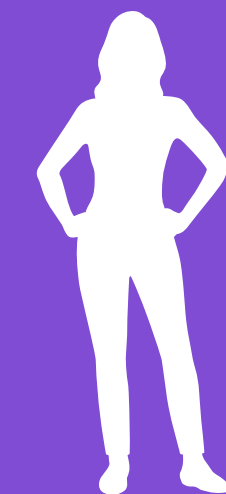


## BUILD RELATIONSHIPS

Network and build relationships with industry leaders in an uniquely moderated breakout room.

## ALIGN NATIONALLY

Align your brand to a premiere leadership organization.



**SPONSOR AS A PRESENTING PARTNER AND DESIGN & MODERATE A VIRTUAL SPACE TO FULLY ENGAGE YOUR POTENTIAL CUSTOMERS AND CLIENTS**

TAKE THE LEAD®



**POWER UP**

*Igniting the Intentional Leader for DEI*

## SPONSORS AND ORGANIZATIONS WE'VE WORKED WITH

ALALA

AMERICAN  
EXPRESS



ÖSSUR®  
LIFE WITHOUT LIMITATIONS

ZIONS  
BANK



GORDON & REES  
SCULLY MANSUKHANI  
YOUR 50 STATE PARTNER®



WOMEN'S  
LEADERSHIP  
INSTITUTE

bombora



FREEPORT-McMoRAN

UNIVERSAL MUSIC GROUP

EMBREY FAMILY  
FOUNDATION



# WHO'S TALKING ABOUT TAKE THE LEAD?

POLITICO

CBS

Forbes



FAST  
COMPANY



The Washington Post

THE HUFFINGTON POST

THE WALL STREET JOURNAL.

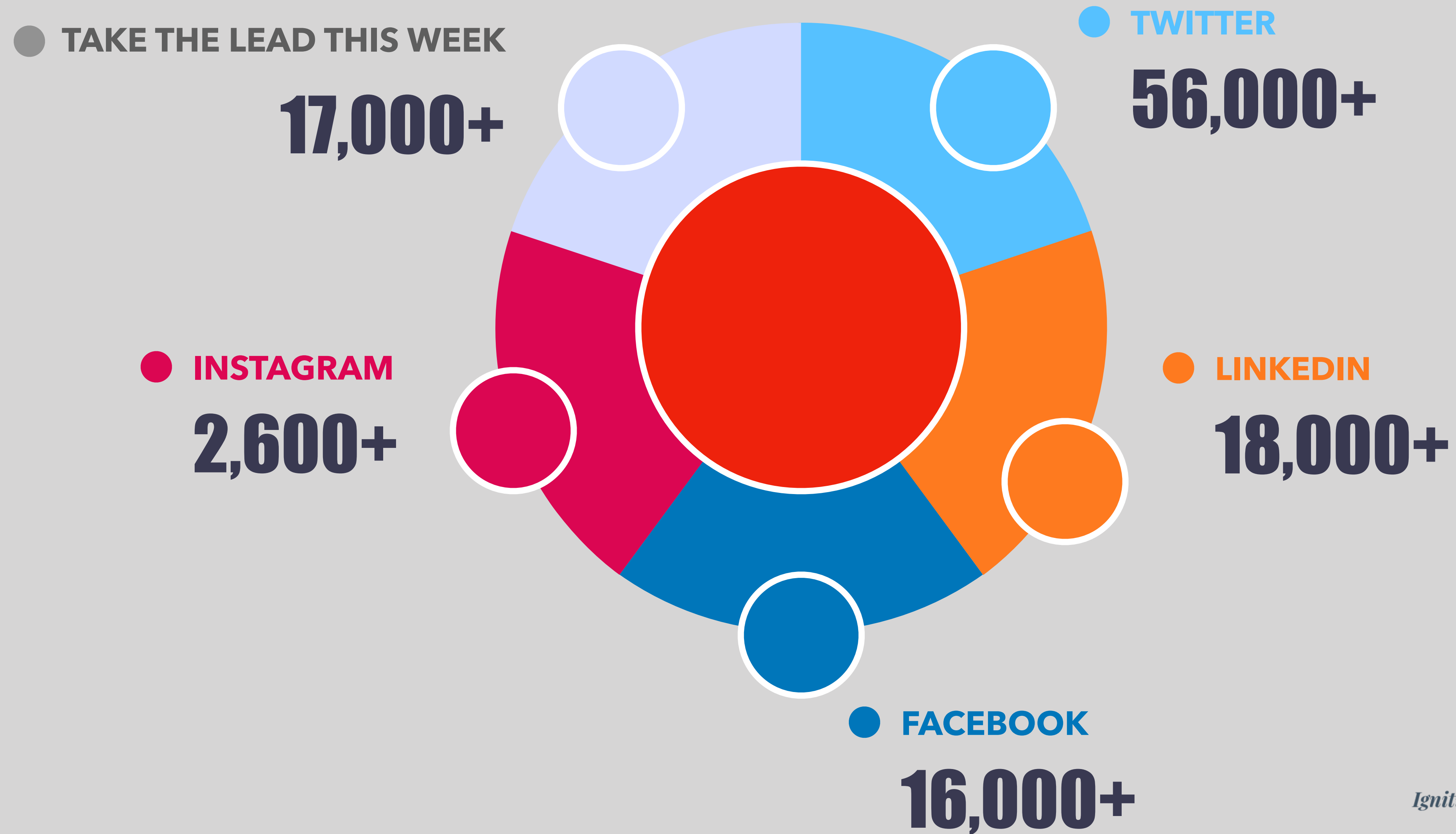
The New York Times

TIME

THE DAILY  
BEAST



# SOCIAL MEDIA INFLUENCE

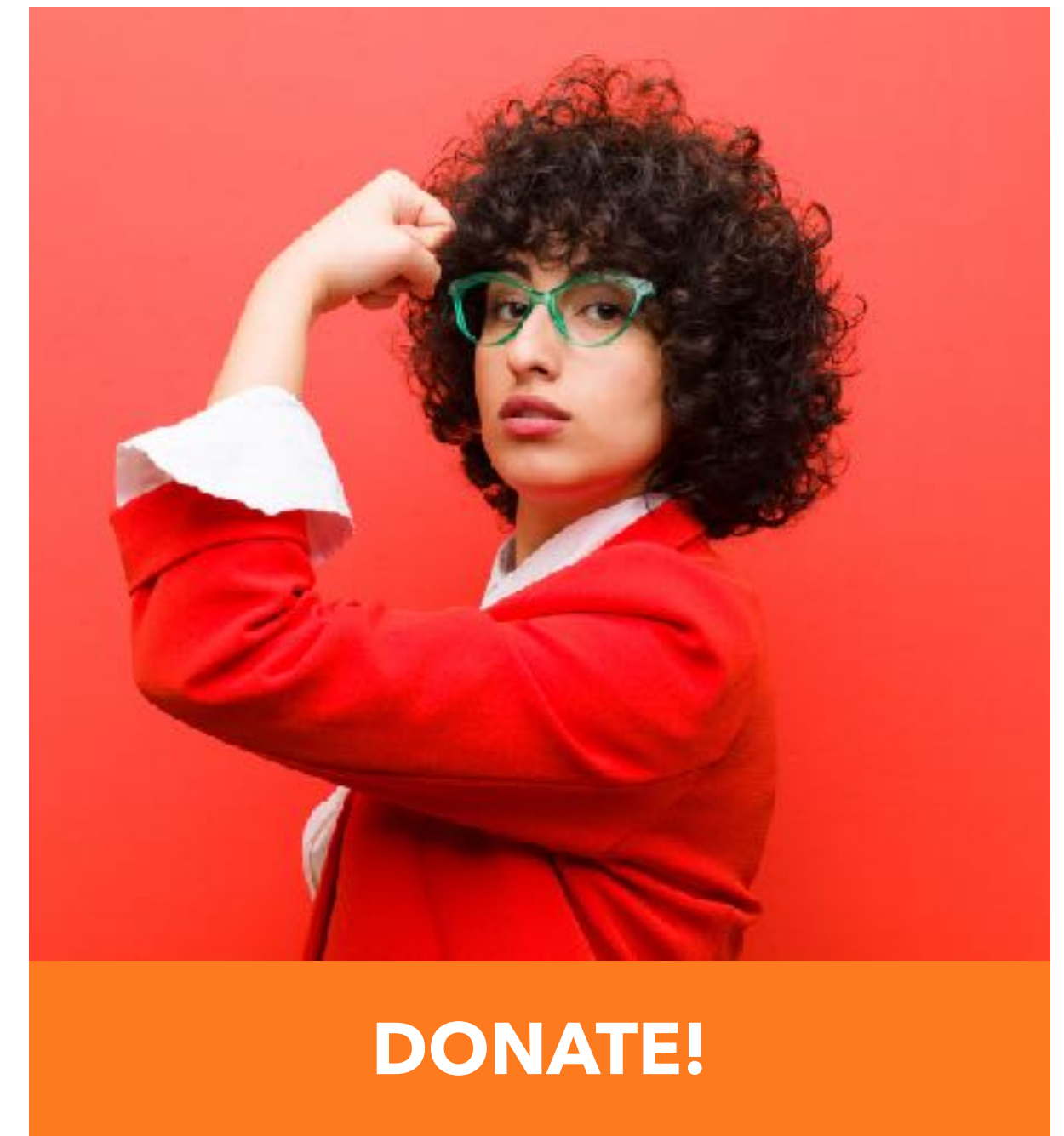
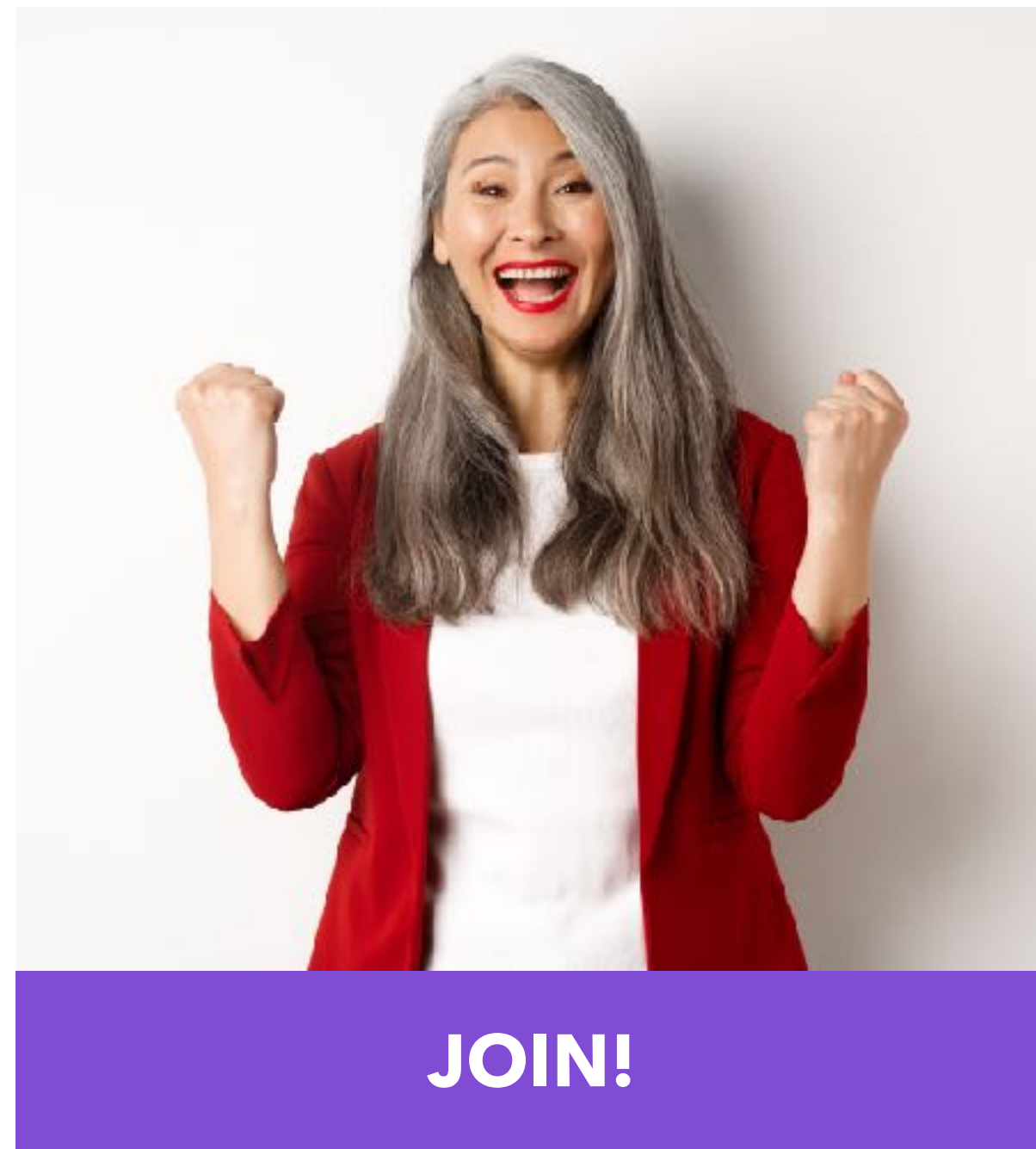




# SPONSORSHIP LEVELS

PREMIUM	PRESENTING PARTNER \$20,000	PARTNER \$10,000	ALLY \$5,000	FRIEND \$2,500
Verbal and visual mentions throughout the event	✓	✓	✓	✓
Tagging, mentions and sharing of social media posts (+109K followers)	✓	✓	✓	✓
Acknowledgement in all PR/media releases	✓	✓	✓	✓
Sponsor brand image on the Power Up conference website	✓	✓	✓	✓
Sponsor-generated promotional content for newsletter (+17K readers)	✓	✓	✓	
Placement of sponsor-generated Power to Change story online (featuring sponsor company/team/individual)	✓	✓		
Host a sponsor designed and moderated breakout room during the event for networking with attendees	✓			

# OTHER WAYS TO PARTNER FOR PARITY



ABOUT TAKE THE LEAD: Cofounded in 2014 by Gloria Feldt, Take The Lead's bold mission is nothing less than leadership gender parity by 2025. We provide breakthrough training, mentoring, coaching and the **9 Leadership Power Tools**. Our supportive cohorts propel women to higher intentions and help them make strategic plans to implement their goals. We deliver custom solutions for organizations to achieve gender parity and inclusion. We are driven by the vision of women and men holding fair and equal shares of top leadership positions. And this will create a world that is more equitable and prosperous for all.



# READY TO SPONSOR?



[Visit Take The Lead Online](#)



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704-997-9791

TAKE THE LEAD®



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