



Every Single One: A New Mantra for Women's Leadership

So much of college women's leadership programming is about building empowerment – encouraging young women to enter the world with confidence. Strong, bold, and able to break every glass ceiling.

And, that is important. Women need to be told they are valuable and that their talents and perspectives matter. But, when do we tell them how difficult it is?

When do we tell them that the battle for women's equality and their place at the highest levels of business and culture is part of an ongoing, uphill fight? When do we prepare them to handle concerns that men might feel “uncomfortable” working with them? How do we prepare them to handle wage gaps? How do we prepare them for critical comments that their “communication style” causes problems for the men already sitting at the tops of most companies? How do we prepare them for the gender bias and discrimination they will face around every turn?

Jessica Gendron Williams has had to learn a lot of these lessons the hard way, stumbling into challenges and roadblocks, elbowing her way to the table, wondering how she could have better prepared for the realities challenging executive women every single day. She's fought the battles of being “too much” for leaders and “not enough” for leadership. Jessica is a first generation college graduate, a proud sorority woman, a leadership executive, a mother, wife, and friend.

Some even call her a “girl boss.” She prefers to just be called boss.

In this groundbreaking signature program, Jessica reveals the reality that having a “girl boss” social media brand shouldn't be the ultimate goal. Instead she shows how, through practical lived-examples, developing a network of allies, mentors, and sponsors is far more important. She shows how women can go toe-to-toe with their male counterparts, aspire for the same opportunities and achievements, and still remain true to their greatest ideals.

Audience members will...

- Identify the ways in which traditional constructions of women's leadership and empowerment are incomplete
- Consider the distinct challenges women face when assuming leadership roles
- Develop a mantra for how to compete and achieve success in leadership while maintaining personal values

Ideal Audiences

- Women's History Month
- Leadership Development
- Sorority Chapters/Organizations