Ellevate Network's Annual Summit
June 21, 2018

#MobilizeWomen

Action Guide
From the bottom of my heart - thank you.

Hi - I’m Kristy Wallace, the CEO of Ellevate Network.

Just a few days ago, the Ellevate community came together for our second Annual Summit: Mobilizing the Power of Women. From disability advocates to NASA scientists, the women on stage (and off!) were an inspiration; the quality of conversation was incredible.

That didn’t happen by chance; our team set out to intentionally curate a fresh, diverse, inclusive, action-oriented experience.

And that’s our approach year-round. If you left the Summit feeling a little less alone and a little more inspired, know that we’re here for you. Find your home chapter, or sign up for a Squad.

It starts with this guide, where I’ve compiled my favorite bits from the Summit. I hope it helps you create the change you want to see in your career, in your company, and in the world.

Thanks for your support - I can’t wait to meet you.

Kristy
Coming up with a game plan for your career is challenging, especially if you find yourself isolated in your cubicle or on the road for business. When you’re faced with a challenge you want to tackle, why not get others involved?

Team up with your coworkers, friends, and peers to form intentional alliances where you can learn from each other’s failures and successes. As Neha Gandhi said, “Every opportunity I’ve ever gotten has been through my network. Without building my network and then sustaining it by adding value to their lives, I wouldn’t have made any of the moves I’ve made.”

Sharing the wisdom of your experience adds value to your network, amplifies your impact and creates a supportive and trustworthy community.
Form Alliances.

“If you want to build an effective network, you must focus on what you can do for other people, not what they can offer you.”

Mike Steib, Chief Executive Officer, XO Group Inc.
Diversify Your Network

“People fish in their own network - so find sponsors within different networks, outside of your own.” - Kemp Steib, CFO of TheSecondShift

Build Authentic Relationships

“Practice empathy in action; don’t just ask what people need - listen, put yourself in their shoes, and act.” Sarah LaFleur, Founder and CEO, MM LaFleur

“Help others be their authentic self. If you see another woman crashing into a wall - HELP! Don’t let them crash.” Margaret Keane, CEO and President, Synchrony

Don’t just look for your own mentor - be a mentor to someone with potential.

“Look for what people are interested in doing, what makes their eyes light up, and give them those opportunities. Don’t just look for people who have done it before.” - Commissioner Charlotte A. Burrows, Commissioner, U.S. Equal Employment Opportunity Commission

Form Alliances.

Take Action: Join an Ellevate Squad

Our team hand picks each Squad, matching you with a group of ambitious, driven women who are committed to supporting each other and to changing the status quo. From making a career change to starting a new business to growing your leadership skills, your Squad has your back.

You can apply now for a Fall Squad, which will kick off just before Labor Day. In our twelve-week program, you’ll spend 30 minutes each week video conferencing with these driven, intelligent women — it’s the best way we’ve found to get the support and insight you need to get to the next stage of your career.
Dreaming about the future is a given in your career. Taking your vision and transforming it into a reality gives you something to work towards. But have you tried coming up with your Moonshot?

A moonshot is bold, it’s about conquering challenges that no one else wants to touch. Moonshots are about dreaming big, and creating solutions that are game changers.

Go ahead, share your Moonshot with colleagues and collaborate with anyone who wants to help you develop a radical solution. You only fail by never taking the first step to making the impossible, possible.
“I don’t have female role models that are pathfinders in an industry like mine. The best thing I can do is try to be that for someone else.”

Kellie Gerardi, Aerospace and Defense Professional; STEM Communicator; Defense Council Member, Truman National Security Project
Shoot for the moon.

**Take Action: Keep Getting Inspired by Women who Dream Big.**

Mobilizing the Power of Women is just the start - listen to the story of a woman changing the face of business on our weekly podcast, hosted by yours truly! We release a new podcast every Tuesday, featuring Ellevate Experts in our community.

Incredible women who are committed to sharing secrets to success tell us their stories, lend us their hard earned wisdom, and share other tales from their life and work (get ready to laugh and cry!).

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**Take it from them:**

“When someone tells you something cannot be done - it is a reflection of their limitations, not yours. They just haven’t seen somebody do it YET.” - Adrianne Haslet, Boston Marathon Survivor, Ballroom Dancer, Blade Runner, Global Advocate for Amputee Rights

“Write down that little voice in your head that says ‘you’re not ready!’ on a piece of paper and then THROW IT OUT.” - Margaret Keane, CEO and President, Synchrony

“If someone else has already done it, then don’t do it. Be doing something different.” Sarah LaFleur, Founder and CEO, MM LaFleur

“Stop apologizing! It’s ok if your ideas are different, your goals are big - don’t be afraid of what others would say. You are skilled, capable, talented - you deserve to be a leader, and you are enough. Leaning in can be uncomfortable, so don’t be afraid to own your seat, lean back, and kick your feet up.” - Joy Fitzgerald, CDO, Eli Lilly and Company
Shoot for the moon.

“Have faith in the unseen - know that your children will know they are loved, even when they feel hated. Hold that same faith in what we don’t yet see clearly, but what there is whisperings of; have faith in the unseen ways that we will achieve justice.”

Malika Saada Saar, Public Policy and Government Relations
Senior Counsel-Civil and Human Rights, Google
Be true to yourself.

Action #3

You are in control of your own story, no one else can write it for you. Achieving success rests on your ability to figure out what works best for you.

As you navigate your career, listen to the wisdom from your mentors that resonate the most with you. When you’re ready to start a new endeavor, don’t be afraid to do things differently from your peers and colleagues.

As Sarah LaFleur said, “Whatever you’re doing now, do it really well.” Embracing your creativity, talents, and unique way of thinking will help you stay true to your career vision.

No matter what you do, be to true to you, and always strive to do it well.
Be true to yourself.

“We have to create a space where women - and men - give themselves permission to define and redefine 'success' for themselves.”

Neha Gandhi, Editor-in-Chief and COO, Girlboss
Rewatch the 2018 #MobilizeWomen Summit
Be true to yourself.

Take Action: Share Your Story

“We have been fed so much BS about having it all and that we have to be perfect - but it’s not true. You do not have to be perfect - even as a leader - your flaws are what make you a relateable, successful person.” - Jenn Romolini

Jenn is so right. As a leader, I recognize my vulnerability every day. I don’t have to be always perfect or right; in fact, I’m very comfortable admitting that I don’t know the answer.

Being your authentic self sets the best example for your peers. At Ellevate, we support our members in sharing their stories, focusing on what they do well, and making sure everyone sees how they can build their own paths to success.

If your authentic self isn’t valued, work on your ability to leave.

“Engineer your exit in a really smart way. Your resume should never have cobwebs on it. You should always been investing in yourself outside of your job. Go to these conferences and get those skills, even if it means a workshop on a Wednesday night. The accountability falls on us, to exit the jobs we don’t love and are not paid justly for. At the end of the day we’re all disposable, so investing in my own brand and website and adjacent business was critical to give me the comfort and confidence to leave.” - Catt Sadler, Activist and Emmy Award-Winning Journalist

Practice #SelfCare

“When I meet someone who says they don’t need 8 hours of sleep, it’s like meeting someone who doesn’t believe in evolution. You need sleep. Go to bed at the right time.” - Mike Steib, Chief Executive Officer, XO Group Inc.

“Use that unfollow button. You don’t have to see negativity online 24/7.” - Whitney Bell, Writer, Activist and Event Producer
Be true to yourself.

Wish this guide was hundreds of pages long?

If you didn't get a chance to pick up a signed copy at the Summit, swing by a local bookstore and pick up:

The Career Manifesto, by Mike Steib
Weird in a World That's Not, by Jennifer Romolini
Drop the Ball, by Tiffany Dufu
Advocate for others.

Action #4

Taking even small steps to make your company environment one that celebrates diversity, inclusivity, and accessibility, can make all the difference in making sure everyone feels like they belong.

As Chelsea VonChaz said, “There’s someone, somewhere that would trade places with you. Never forget that.”

Taking a step back to see the world from someone else’s perspective, and beginning to understand their challenges is enlightening. But coming up with solutions to remove those obstacles — now that’s advocacy!

Be part of the solution, advocate for inclusion, and create an accessible community for everyone.
Advocate for others

“We must continue to work together to cultivate an environment that genuinely celebrates and practices diversity, inclusivity, and accessibility.”

KR Liu, US Congressional Awarded Hearing Loss Advocate
Advocate for others.

**Take Action: As a Workplace Leader**

Listen to your employees and hold yourself accountable for change. Commissioner Charlotte A. Burrows, Commissioner, U.S. Equal Employment Opportunity Commission, suggests “as an employer, do an anonymous survey about engagement, harassment, discrimination - and take the results seriously.”

Show you care through your actions, systems and processes. For example, employees need to be able to feel safe interacting with your vendors, especially if they’re on the road or at a work site; contracts should have non discrimination language, and there should be alert lines for employees to report harassment and get support. For more concrete suggestions, check out Commissioner Burrows’ EEOC Promising Practices for Preventing Harassment.

Get to know each other, as humans.

“Insist on the humanity of others - and be proximate to that humanity.” - Malika Saada Saar, Public Policy and Government Relations Senior Counsel-Civil and Human Rights, Google

“Do you know the person that sits next to you? Do you know what’s important to them?” - Allison Green, Senior Vice President, Diversity, Inclusion and Employee Engagement, Lincoln Financial Group

Pick people based on potential, not experience.

“Observe how opportunity is distributed, and work to make it that an open process. Even if you’re not in leadership, you can always do something by talking with your peers.” - Charlotte Burrows

Be an ally for coworkers that need accessibility.

“Ask questions, there are no stupid questions. Get to know them as a person first. Ask them what their life is like, and listen. Then go out and rally as many people as possible to support them. Educate others on how they can look out for their peers.” - KR Liu, US Congressional Awarded Hearing Loss Advocate
Advocate for others.

Serious about diversity and inclusion within your organization?

No need to reinvent the wheel — tap into a proven model that works. Ellevate partners with companies of all sizes and across industries.

Our community spans geography, function, industry and career stage, providing ample opportunity for your female employees to grow talent and skills.

Ellevate Network is a Certified B Corporation and certified as a Women's Business Enterprise by the Women's Business Enterprise National Council.

Contact Us about Partnerships
Spread the word.

Action #5

We value people who take initiative and follow through on their word. If what you experienced at #MobilizeWomen has inspired you, then help us spread the word!

Share this Action Guide with 5 friends, colleagues, or family members so that we can share the wisdom of our speakers and our passion for change. Together, we can change the status quo.

Thanks for joining us - we’re excited to see the impact and difference we can make together!
“Start talking with your circle of girlfriends - that’s who you have - and let it grow from there. That’s how you mobilize women.”

Chelsea VonChaz, Founder, HappyPeriod
Spread the word.

Take Action: Help us spread the word by sharing this guide.

See something, say something.
“Use technology to bear witness. For example, film police brutality on your phone.” - Malika Saada Saar, Public Policy and Government Relations Senior Counsel-Civil and Human Rights, Google

“Speak up about discrimination when you see it. Have the courage to let SOMEBODY know.” - Allison Green, Senior Vice President, Diversity, Inclusion and Employee Engagement, Lincoln Financial Group

Repeat and repeat your values.
“There’s no frequency that’s too much frequency. Repeat your values over and over until you feel like you’re such a broken record that no one is listening.” - Steph Korey, Co-Founder and CEO, Away

Don't discount social media.
“Digital movements - like #metoo are so powerful. So much of violence against women happens online - but we are flipping the script.” - Malika Saada Saar, Public Policy and Government Relations Senior Counsel-Civil and Human Rights, Google

“It’s not about your comfort - it’s about using your voice to tell stories. Be uncomfortable, be brave, especially now. I can’t worry about likeability; Fuck likeability. This is a time to be unapologetically powerful. The PRESENT is female.”
Debra Messing, Activist and Actress, International Woman of Change Awardee
What's next for you?

“My advice - figure out what YOU value, then find a way to take action - big or small - in a way that’s authentic to you.”

Kristy Wallace, CEO of Ellevate Network
What's next for you?

Bringing incredible women together like this - to actually drive personal and societal change - is what we do every single day.

If you're not a part of the community yet and have questions about what membership would mean for you, reach out at kristywallace@ellevatenetwork.com

Learn about Membership
Join Us in 2019

Without our incredible Sponsors we wouldn’t have been able to connect and learn from the professional women in our community.

Thank you to our Sponsors for supporting #MobilizeWomen. If your company is a true supporter of gender equality, we want to partner with you on #MobilizeWomen 2019.

Contact Us Today