

2013 National  
DIVERSITY WOMEN'S  
BUSINESS  
LEADERSHIP  
CONFERENCE

& Mosaic Woman Awards Luncheon

OCTOBER 1-3, 2013

*Mentors, Sponsors and  
Breaking the Glass Ceiling  
Through Our Allies*





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## Conference Agenda

### PRE-CONFERENCE KICK-OFF RECEPTION

Tuesday, October 1, 2013, 7:00 – 9:00 pm • Location: Atrium



This networking reception will offer an opportunity for participants who arrive early to meet up with peers and colleagues, and hear tips and insights on how to take full advantage of the conference.

### DAY ONE

Wednesday, October 2, 2013

6:00 – 7:00 am	YOGA Workshop provided by: UPMC
7:30 am – 6:00 pm	Registration
7:30 – 8:00 am	Continental Breakfast
8:00 – 8:30 am Maryland Ballroom A&B	<b>Welcome: Sheila Robinson</b> , Conference Founder and Publisher, <i>Diversity Woman Magazine</i> <b>EMCEE: Shari Slate</b> , Chief Inclusion and Collaboration Strategist, CISCO
8:30 – 9:30 am	Morning Keynotes
9:30 – 10:45 am	<b>GENERAL PLENARY PANEL: The Role of Men as Allies</b> What role do men play in helping women executives break the glass ceiling? Most of us have experienced a male mentor who coached us, opened doors for us, and broadened our perspectives...not just because we are women, but because we are women with strong potential. How can we multiply those unique experiences so that more women benefit from men who are dedicated to helping aspiring leaders achieve their career goals? This panel discussion addresses the role of men in cultivating and nurturing female talent and uncovers specific tactics and strategies for making these special mentoring relationships work.
10:45 – 11:15 am	Networking Break and Book signing

**LEADERSHIP & EXECUTIVE DEVELOPMENT BREAKOUT SESSIONS**

<p>11:15 am – 12:30 pm</p>	<p><b>Establishing and Nurturing Meaningful Mentoring Relationships</b>                  A 2011 LinkedIn study reported that while nearly 82% of U.S. women believe it is important to have a mentor, only one in five professional women have engaged in mentoring relationships. Mentors and mentoring relationships come in all shapes and sizes; indeed, many mentors are now younger than their mentees and, increasingly, mentoring relationships are thriving virtually thanks to Skype and other connecting tools. What should women look for as they seek out potential sponsors and how might they reach beyond their “own universe” to intentionally broaden their perspectives? What are proven processes and tools one can use to help form and nurture a meaningful mentoring relationship? This engaging session explores these and other questions and offers tangible takeaways for attendees looking to mentor or be mentored.</p>
<p>11:15 am – 12:30 pm</p>	<p><b>Working Side by Side with Male Leadership</b>                  Today’s leaner organizations and increased pressure for solid ROI leave no room for gender differences to impede productivity, and yet gender differences still create a challenging work environment. While gender differences in work styles are well documented, it’s never been more important for male and female colleagues to get past perceived barriers and work toward enhancing collaboration and teamwork. This session will explore natural differences and propose tangible strategies to help you create a work environment that embraces these differences while creating a stronger sense of alignment around mission, purpose and goals. Through an engaging, lively and fun discussion, attendees will consider the attitudes, beliefs and behaviors that contribute to and get in the way of progress and results.</p>
<p>11:15 am – 12:30 pm</p>	<p><b>Negotiating your way to Success at Work and at Home</b>                  What do you really want out of your life and career? Within your role at work, how do you go about advancing your efforts when someone or something stands in your way? Being a knowledgeable and skilled professional will only get you so far. At some point, everyone needs to leverage negotiation skills to surpass barriers, whether it’s for securing the next promotion, advocating for a specific project, or making sure your child receives the education she/he deserves. Interestingly, research from Carnegie Mellon in 2011 shows that men negotiate four times more often than women. It’s time to reverse that number! Join negotiation experts to learn and practice negotiation strategies, discuss when and how to use them effectively, and discover communication techniques that will aid in achieving your goals.</p>
<p>11:15 am – 12:30 pm</p>	<p><b>Tapping into Wellness to Strengthen Performance</b>                  Feel yourself dragging at work and at home? Take stock of your overall wellness strategy. It’s well known that a healthy mind, body and spirit contribute to higher performance at work...and yet so many of us work the extra hours and tend to the needs of others at the expense of our own personal health. Indeed, a study conducted by the UCSF Nursing School showed that sleep and exercise are the first things to go when women have too much to do during the day – and the last to go is work. Moreover, according to a study conducted by the University of California, nearly half of all women say they don’t get enough sleep at night. Consider the benefits of maintaining a healthy lifestyle and take home strategies for incorporating healthFULL techniques into our daily lives. Most important, explore ways to do so while having FUN!</p>

<p>11:15 am – 12:30 pm</p>	<p><b>Building YOUR Brand: Shaping your Presence for Lasting Success</b> Successful professionals have strong presence. They exhibit confidence and show ownership over their work, their career paths, their personal lives. Having a strong identity means being clear about who you are and what you stand for...and never losing sight of that guiding compass. Not surprisingly, very few working women devote specific time to developing their presence. Join this workshop to engage in exercises designed to help you reflect on your own identity and learn how that translates into your overall presence at home and at work. Consider how to leverage YOUR unique identity to achieve lasting success.</p>
<p>11:15 am – 12:30 pm</p>	<p><b>LEADERSHIP COACHING SESSIONS</b> One on one coaching sessions with leading corporate senior executive leaders who offer insights and guidance to how to navigate road blocks, identify the right sponsor for you, develop your personal brand, and secure leadership buy in. <i>Advance sign up required.</i></p>
<p>12:30 – 2:00 pm Maryland Ballroom A&amp;B</p>	<p><b>LUNCHEON WITH KEYNOTE</b> <b>Judy A. Smith</b>, Founder &amp; President, Smith &amp; Company</p>
<p>2:00 –2:30 pm</p>	<p><b>Desert &amp; Coffee Break: Meet the Authors with special book signing</b></p>
<p>2:30 – 3:45 pm</p>	<p><b>PLENARY SESSION PANEL:</b> <b>Women in the C-Suite: Getting Past the Double Standard</b> As an increasing number of women join the C-suite ranks of well-known companies, the media has tracked their every move. From Yahoo! to Ebay to Facebook to the State Department, women in key roles are being closely followed for decisions ranging from changes in benefits to changes in hairstyles. Why is it that being a female leader generates so much attention? Is this a natural element of progress, or does it demonstrate a step backward for women who simply want to LEAD? Join a diverse panel of female leaders from across the public and private sectors, and from a range of industries, for their perspectives on whether a double standard exists in the C-Suite and learn about positive and negative notoriety they've experienced in their leadership roles.</p>

### LEADERSHIP & EXECUTIVE DEVELOPMENT BREAKOUT SESSIONS

<p>4:00 – 5:15 pm</p>	<p><b>Morning Breakout Sessions Repeat</b></p>
<p>4:00 – 5:15 pm</p>	<p><b>LEADERSHIP COACHING SESSIONS</b> One on one coaching sessions with leading corporate senior executive leaders who offer insights and guidance to how to navigate road blocks, identify the right sponsor for you, develop your personal brand, and secure leadership buy in. <i>Advance sign up required.</i></p>
<p>5:15 – 7:00 pm Maryland Ballroom A&amp;B</p>	<p><b>ANNUAL DIVERSITY LEADERSHIP “STARS WHO MEAN BUSINESS” PEER AWARDS Celebration &amp; Reception</b></p> <div data-bbox="337 1717 597 1837" data-label="Image"> </div> <p>These awards recognize, celebrate and honor individuals whose work, passion, commitment and results have made positive impact in advancing Diversity and Inclusion (D &amp; I) in their respective organizations, or, in the D &amp; I field at large. The “Stars Who Mean Business” awards also honor diversity executives who share Diversity Woman’s vision and commitment to “Leadership Empowerment for Women Who Mean Business”.</p>

### DAY TWO

Thursday, October 3, 2013

6:00 – 7:00 am	<b>YOGA Workshop provided by: UPMC</b>
7:30 am – 12:00 pm	<b>Registration</b>
7:30 – 8:00 am	<b>Continental Breakfast</b>
8:00 – 8:30 am	<b>Welcome and Opening Remarks</b>
8:30 – 9:30 am	<b>MORNING PANEL: Insights to Leadership Development</b>
9:30 – 10:45 am	<p><b>MORNING PLENARY KEYNOTES: Leverage the Tools of Empowerment to Break the Glass Ceiling</b>            Empowering our sisters in the workplace will help us collectively break down that glass ceiling once and for all. Empowerment begins with supporting one another to build confidence and is ultimately demonstrated through ownership: ownership of ideas, of relationships, of one's own career trajectory. Join our keynote for a thought-provoking invitation to think about empowerment through the lens of inclusivity and mutual support. Learn the most effective tools to empower yourself and your female colleagues to collectively remove gender barriers, and consider impactful ways to empower even the youngest ladies in your life. If not now, when?</p>
10:45 – 11:15 am	<b>Networking Break</b>

### LEADERSHIP & EXECUTIVE DEVELOPMENT BREAKOUT SESSIONS

11:15 am – 12:30 pm	<p><b>Financial Acumen for Executive Women: Getting YOUR House in Order</b>            Even the most seasoned women executives proficient in managing complex budgets at work sometimes neglect the importance of crafting sound financial strategies at home. As an example, a study conducted by the Insured Retirement Institute reveals that one quarter of female baby boomers have little or no confidence that they are planning appropriately for retirement. Join financial experts for a hands-on conversation around money matters that impact us all: strengthening credit, managing money, building wealth and planning for retirement. Learn the acumen you need to know, understand recent regulatory changes and discuss investment strategies to ensure your financial house is in order... all the way through your golden years. Come prepared for an interactive dialogue that addresses your current and future needs.</p>
11:15 am – 12:30 pm	<p><b>Making the Most of the Corner Office</b>            A corner office—symbolic of making it to the C-suite—is often a goal of rising professionals. Only a select few ever make it there; indeed, fewer than 5% of Fortune 500 CEOs are women even though, according to AOL Jobs, women now outnumber men in the U.S. workforce. Many female CEOs find that once they reach that coveted spot it can be quite lonely. Every move is scrutinized, every decision analyzed, and every statement taken as an order. Share with your peers your experiences in achieving the rank of executive and discuss how you can help pave an easier path for emerging leaders in your organization that may, one day, help grow the number of female Fortune 500 CEOs.</p>

11:15 am – 12:30 pm	<p><b>Stepping into the Boardroom</b></p> <p>Catalyst reports that women occupied only 16.1 percent of Fortune 500 board seats in 2011 compared to 15.7 percent in 2010. Clearly, there is much more work to be done to achieve gender balance in the board room. How can female executives position themselves to serve on boards? What core governance knowledge should aspiring trustees obtain, and what are the different governing approaches and philosophies that prospective trustees should understand before joining a board? Most important, what leadership attributes can women leverage in the board room to ensure they have a voice and add value?</p>
11:15 am – 12:30 pm	<p><b>Breaking down Silos: Capitalizing on Effective Communications Strategies</b></p> <p>Nurturing and protecting one's team is a natural instinct that contributes to highly effective, motivating and productive work groups. There comes a point, however, when these efforts can morph productive teams into dysfunctional silos and become counterproductive for the organization as a whole. According to management guru Stephen Covey, a meager 37 percent of employees have a clear understanding of what their company is trying to achieve and why, which he attributes to the silo effect. What is the key to breaking down silos and building community across business units? Simple communication strategies, when used effectively, can make the difference between an organization divided and one working together to achieve common goals. Discover the most effective ways to build and maintain unity across your organization.</p>
11:15 am – 12:30 pm	<p><b>More Than Mentoring: Why Sponsorship Is a Critical Strategy</b></p> <p>Traditional mentorship models have focused primarily on imparting encouragement and advice. An emerging model, called sponsorship, incorporates these elements – but emphasizes a more hands-on role in opening doors and advocating for opportunities. Leading companies are recognizing that sponsorship is a determining factor in the advancement and retention of diverse talent. Learn how companies are elevating the importance of this critical relationship and making it a part of their diversity training and development.</p>
11:15 am – 12:30 pm	<p><b>LEADERSHIP COACHING SESSIONS</b></p> <p>One on one coaching sessions with leading corporate senior executive leaders who offer insights and guidance to how to navigate road blocks, identify the right sponsor for you, develop your personal brand, and secure leadership buy in. <i>Advance sign up required.</i></p>
11:15 am – 12:30 pm	<p><b>BY INVITATION ONLY</b></p> <p><b>D&amp;I LEADERSHIP SESSION: Training Leadership a Peer to Peer Forum</b></p> <p>Insights on how the Diversity &amp; Inclusion discussion is changing, and what is the next iteration of work to be done. Join Dr. Johnnetta B. Cole and other senior executives in this lively discussion.</p>
12:30 – 2:30 pm	<p><b>MOSAIC AWARDS' LUNCHEON</b></p> <p>The Mosaic Woman Award recognizes diverse and multicultural women for their unique vision and leadership, as well as their cultural and global influence. The Mosaic Woman Awards are presented in the following categories:</p> <ul style="list-style-type: none"> <li>• Legend</li> <li>• Lifetime Achievement</li> <li>• Trailblazer</li> <li>• Leadership</li> <li>• Pioneer</li> </ul>
2:30 – 3:00 pm	<p><b>Charting Our Next Steps – Findings Forum</b></p>

# 2013 Sponsors

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# 2013 Sponsors

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