

GHOSTWRITE: EDITOR'S NOTE:

In this day and age, community can mean all the difference.

Loud, unified voices are not only powerful – they are necessary.

And just as riding tides will lift all boats, owning one's power can begin to magnify it.

There may never have been a greater opportunity in history for women to come together and help each other do what it is we know we must.

Especially while the statistics continue to work against us.

You see, though many of us live in the hardworking, fast-paced states of XX and XX; though many of us are out there, every day, pounding the pavement in order to make things happen; and though we have worked to create the drive and the tools necessary to succeed, at the end of the day, conversations with women everywhere still reveal rampant feelings of inadequacy and frustration that we are not yet where we want to be.

Perhaps those feelings come from within – or perhaps they are due to external barriers – but regardless, research shows that women are not yet equal with men when it comes to work.

From the percentage of women who receive capital funding, to the percentage of women-owned businesses who make it to the million-dollar mark, to the number of women chief executive officers at Fortune 1000 companies – women typically still fall somewhere below ten percent.

Yet, women control more than 50 percent of American wealth, account for the primary breadwinners in 40 percent of U.S. households, and are starting businesses at twice the rate of men.

More and more women are beginning to see themselves as architects of change, with the flexibility and fortitude to pivot accordingly.

I am proud to say I count myself among them.

Eight years ago, when I found myself unemployed with two-year-old twins, I took a hard look at my resume.

I had great marketing experience in the financial industry, having worked for high-net-worth individuals and institutions at XX and XX.

I had publishing, writing and event planning experience after serving as vice president of business development and associate publisher for XX.

And, I had an MBA in entrepreneurial studies from XX.

So, instead of returning to corporate America, I decided to take a leap of faith and establish the foundation for what would become XX in XX.

Working off the idea that women especially needed greater visibility platforms, I established a business resource for women business owners by harnessing the power of the media and hosting recognition ceremonies, global retreats, educational and networking events, and investor dinners.

I've since increased my revenue more than fivefold by connecting with and showcasing triumphant women in order to inspire the next generations of leaders to come.

Now I, like many of you, am in a place where I want to turn that success into legacy.

I began my quest last year by expanding our recognition ceremonies from XX to XX, XX, and XX.

XX also partnered with XX to better recognize our honorees, reaching more than 20 million women nationally.

Now, this year will be our biggest yet.

After XX years of creating a high-profile environment for successful, likeminded women, I sought to create a series of mindset-focused retreats for those women seeking to help each other reach the next levels of their business.

Therefore, XX – a business development program designed to ensure accountability and support in every step of the way toward achieving one's legacy – will launch this XX.

And, in order to guarantee affordable media exposure not only within our own community but also around the world, XX has launched XX with the idea of being the go-to resource for women business leaders everywhere.

Including in XX, where XX will host its global retreat in XX to explore business ownership in a country that has not yet seen the advantages of an entrepreneurial economy.

If you haven't guessed it yet, XX finally is going global, with the ambitious goal of one day hosting XX throughout the nation.

I can think of no better way to continue positioning women thought leaders around the world with the most diverse of perspectives.

Sincerely,

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