



THE NEW STRATEGY FOR DELIVERING GENDER DIVERSITY IN MANAGEMENT AND BOOSTING COMPANY PERFORMANCE

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Executive Summary

High-performing companies with strong female leadership are more profitable and productive, while companies in the top quartile for gender diversity on their executive teams significantly outperform others on profitability and share growth.

Organizations face mounting pressures to increase the number of women in senior management roles for multiple reasons, including improving their businesses' financial performance. Studies have demonstrated that companies with more gender-diverse top-level leadership are more successful financially than those with a homogenous leadership team. Companies with higher levels of gender diversity outperform their peers by 21% in terms of profitability (1). Additionally, research has found that organizations with gender-diverse leadership teams display higher levels of innovativeness, problem-solving abilities, and creative approaches to the marketplace (2).

This paper explores a critical body of evidence supporting the business case for having more female leaders in senior positions. However, while it is true that we are making progress, many agree that the advancement is slow and even unsatisfactory for talented women who are ready to serve at those levels. We all know that having a diverse workforce is good for business. It's also a responsibility. Here, we spotlight how diversity, equity, inclusion, and belonging (DEIB) programs help organizations attract a more diverse talent pool, retain great employees, and enjoy better bottom lines. We'll remind you of the key factors preventing women from advancing and how female leaders and their organizations can collaborate to make progress. Lastly, we focus on the meaning and significance of talent and leadership development programs as a vehicle to help female talent acquire leadership skills to succeed in senior roles. We discuss what features to look for, which ones to invest in, and how this can impact your organization's short- and long-term goals. Finally, we introduce you to ExecutiveBound®'s

Fearless Leadership Mastermind solution, a unique, proven, turnkey, and scalable solution to develop female leaders to succeed and address today's complexities and challenges.

What is the new strategy for delivering gender diversity in management and boosting company performance?

Here's the inside secret to advancing women in the workplace.

The ExecutiveBound Fearless Leadership Mastermind solution, created by Dr. Ginny A. Baro in 2020, is an unparalleled proven leadership development program in the market for developing leadership skills and helping female leaders gain confidence and a growth mindset to grow holistically and advance in their roles.

- ✓ In only six months, it focuses on developing fearless leadership skills that are essential for aspiring executives and female leaders to succeed, grow, advance, and reach their full potential in today's business world.
- ✓ It provides a safe and supportive environment for female leaders to connect and learn from each other, helping to build a strong network and community of like-minded professionals.
- ✓ It offers a comprehensive curriculum that covers a wide range of leadership topics, including self-awareness, communication, decision-making, strategic thinking, team building, and mindfulness.
- ✓ It is designed and led by Dr. Ginny A. Baro, a highly respected and experienced leadership expert who has helped thousands of female leaders around the world grow in their careers.
- ✓ It delivers ongoing support, coaching, and resources to help female leaders continue to build self-confidence, navigate challenges, and develop as subject matter experts (SMEs) in their fields well after completing the training program.

The Audience

Inclusive workplaces are more productive, profitable, and innovative. This white paper is intended for executive leaders in business and Fortune 500 companies who possess decision-making power to tackle their organization's challenges in attracting, developing, retaining, and promoting talented, diverse female leaders. Together, we can accelerate the advancement

of female leaders and leverage the ROI and benefits from having a more inclusive leadership pipeline and workplace. It's time to embrace inclusive workplaces that support the success of all employees.



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WHY IS IT IMPORTANT TO SUPPORT WOMEN LEADERS TO ADVANCE?

“Despite modest progress, women are still dramatically underrepresented in leadership” ⁽¹⁾

Collaborating with organizations to create a pathway to support the development and advancement of female leaders is the greatest expression of the contribution we can make, given our expertise, education, background, and experiences in the corporate world. We reach our full potential by using our strengths to support other talented women to achieve theirs.

At ExecutiveBound®, we are committed to diversifying leadership. Our mission is to help women advance in their careers with a unique leadership development solution developed **by women for women** and focused on supporting them to grow and move into senior ranks. We know firsthand that getting this help matters. Like many other women in business, it wouldn't have been possible to become the leaders we are today without that support.

As an immigrant to the U.S. from the Dominican Republic at 14 years old, I faced many challenges in learning a new language and adapting to a new culture and way of life. Back then, my dream was to break the cycle of poverty and become an independent woman who could fend for herself. So, I got to work on gaining the knowledge and education to get there.

As a Latina leader, I experienced the challenges and rewards of pursuing a career in financial services and technology, working, and contributing from the leadership ranks. My skills, work ethic, behaviors, and attitudes, combined with the trust and advocacy from sponsors and mentors who believed in my abilities, ultimately led to my advancing to senior leadership roles, despite all hurdles. These inclusive leaders encouraged and invested in my professional growth and created opportunities that leveraged my unique value proposition to help the business succeed. They advocated on my behalf, empowering me to reach my full potential and contribute to the organization to the best of my abilities.



Because of my background and long journey to get here, I started the Fearless Leadership Mastermind™ to guide other women in their pursuit to do the same. In this work, we will look at valuable strategies company executives can leverage to overcome the obstacles they're facing in attracting and retaining talented women and empowering them to deliver massive value, achieve company goals, and fulfill their version of the American Dream.

As the CEO of ExecutiveBound®, I'm vested in influencing and impacting the lives of the talented professional women who will help your company thrive in the years and decades to follow.



Dr. Ginny A. Baro
CEO, Founder, ExecutiveBound

A sample of ExecutiveBound's clients and partners



Featured In



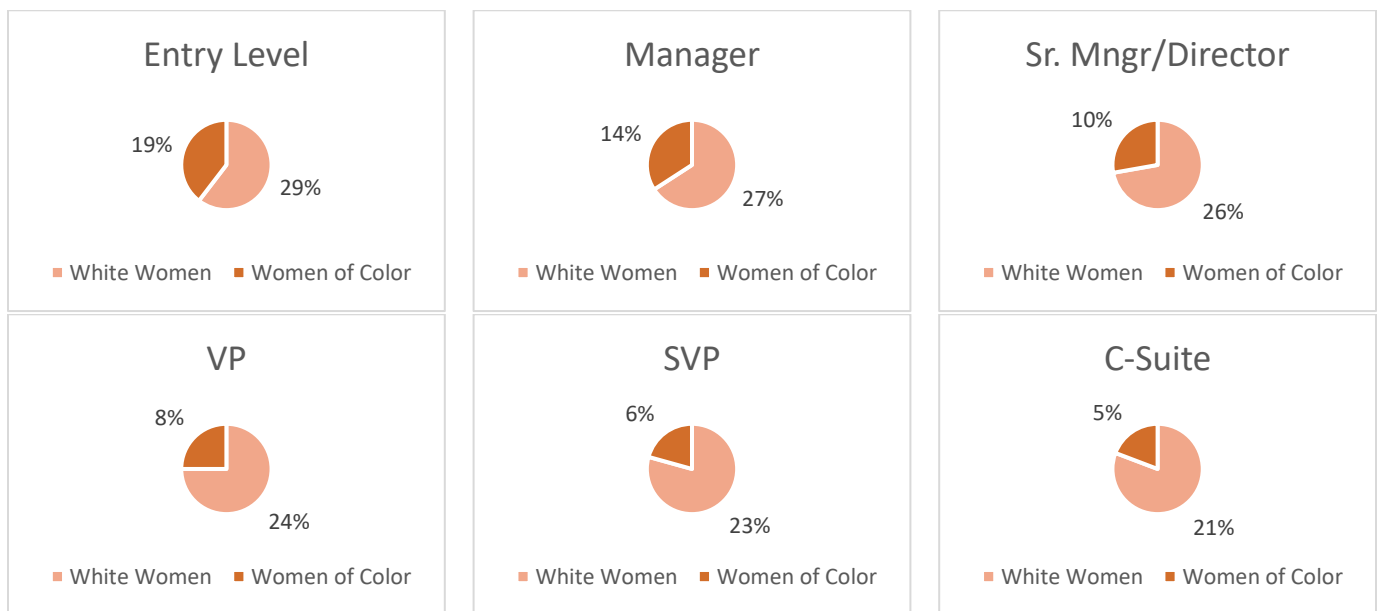


DRIVING FORWARD DEIB INITIATIVES

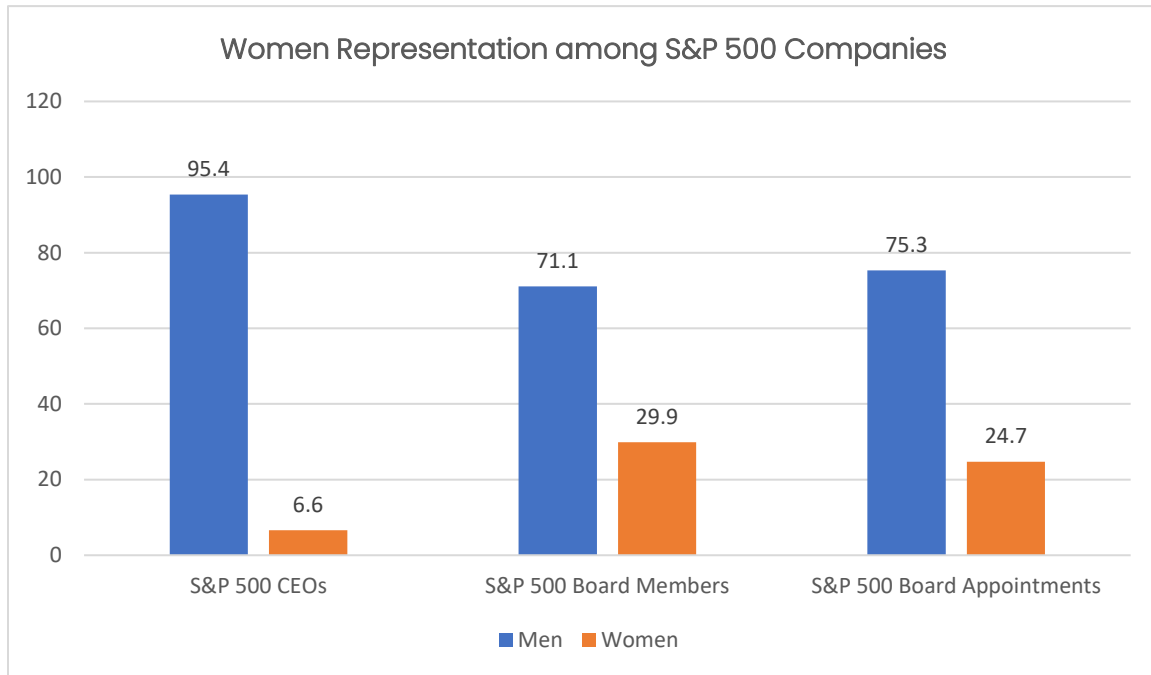
“Now companies have a new pipeline problem. Women leaders are leaving their companies at the highest rate in years, and the gap between women and men leaders leaving is the largest we’ve ever seen.” (1)

The truth is that while corporations and leaders continue to make significant strides to advance Diversity, Equity, Inclusion & Belonging (DEIB) initiatives, the overall progress remains dismal – and in too many cases, unacceptable.

According to the 2022 Women in the Workplace study from McKinsey and LeanIn.org, women, and drastically women of color, are significantly underrepresented in the leadership ranks, beginning at the “broken rung” at the entry-level—which trickles into the pipeline and is insurmountably challenging to overcome---to all the way up the C-suite. (Refer to source 1)

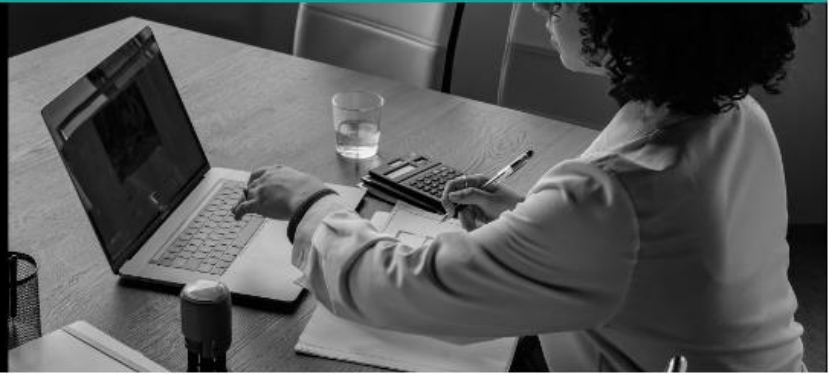


Similarly, according to a recent report by the Center for American Progress and a 2020 report from Catalyst, women's representation among S&P 500 companies is slowly increasing and remains lackluster: (Refer to sources 2, 3)



While progress is slowly happening, it's not even close to where it needs to be for us to attain gender parity in the workplace. As concerned leaders, we are seeking results that translate into sustainable success. The Appendix highlights common DEIB success measures and factors that derail DEIB initiatives.

The Benefits of a DEIB Strategy



THE BENEFITS OF A ROBUST DEIB STRATEGY

The benefits associated with a sound DEIB strategy are compelling. By creating a company culture that values gender diversity across the leadership ranks, organizations can reap the competitive and financial rewards of building diverse teams. Understanding the value of investing in women's development opportunities can create a significant return on investment (ROI) in the long run. Let's break down seven specific ROI opportunities and benefits.

1. Achieve better financial results

One significant ROI of investing in women's leadership development is increased profitability and better financial results. Studies have found that gender diversity in the C-suite and the boardroom is associated with higher returns on equity, better stock price performance, and greater organizational effectiveness.

A 2010 Harvard Business Review study found that companies in the top quartile for gender diversity were 15% more likely to have returns above the national industry median than companies in the bottom quartile.

In 2017, Credit Suisse Research Institute surveyed 3,000 companies and found that companies with women on the executive board achieved higher ROE and stock price performance. In addition, before the 2008 financial crisis, these companies had better risk-adjusted returns.



2. Promote innovation and problem-solving

Investing in female leaders helps companies promote better innovation and problem-solving. Research suggests that the more significant the proportion of female leaders in an organization, the more diverse ideas and solutions are on the table. This attribute is particularly important in high-performing and agile organizations. Female leaders are often better at collaboration and constructing successful teams. This trait can benefit problem-solving and innovation as different areas of expertise

can combine. Additionally, female leaders are often more open to trying out new approaches to facing problems, which can generate new ideas and solutions.

3. Create a culture of Inclusion and enhance employee performance



Building a diverse leadership team is vital to creating a culture of inclusion and creating a culture that genuinely values individual employees. An inclusive environment provides greater safety and trust, increasing employee engagement and job satisfaction. This outcome, in turn, leads to improved team dynamics, heightened productivity, and better customer satisfaction. Additionally, female leadership can help create a sense of balance and fairness in the workplace, inspiring all employees to bring

their best to the company. These are additional benefits and byproducts of having more women leading at higher levels. (Refer to sources 14 – 18)

4. Increase competitive advantage

Companies with a leadership team representative of the people they serve can tap into a broader range of ideas and solutions, enabling them to stay ahead of the competition.

5. Improve recruitment, retention, and broader access to resources

Organizations with a diverse leadership team tend to attract and retain more highly qualified and diverse individuals, creating a greater selection pool from which to choose the best talent. Having more female leaders can open up access to new resources, networks of potential partners, and valuable advice. It also ensures that the company can better attract, retain and motivate top female talent and inspire more women to pursue leadership opportunities in their organizations.

Organizations benefit from their unique perspectives and experience. Women in leadership roles may also create an environment where employees feel more comfortable speaking up and sharing their ideas, resulting in innovative solutions. (Refer to sources 19-21)

6. Access to a marketable differentiation

Since many companies are still lacking gender diversity in senior leadership roles, those that have achieved it can use it as a marketing point to attract new customers, investors, and top talent. (Refer to source 22)

In the long term, female leadership in the senior ranks has the potential to create a positive ripple effect throughout business and society. It's a chance for executives and senior leaders to take a stand for gender parity, influence future generations of women leaders, and invest in your company's success. (Refer to sources 23 – 25)

7. Family & home life well-being

At home, families benefit when women reach their full potential as senior leaders and role models at work in several ways. Women's increased role in senior leadership roles provides a more financially stable home environment for their families. The increased financial stability ensures that families can spend their money on essentials and plan for the future more confidently.



For women, breaking through gender norms has never been so important. When women lead in their own households and the workplace, they provide a key example that can be passed down to the next generation, inspiring children to pursue careers of their choice. These examples can instill the belief that women can succeed in any field, giving children greater autonomy and the confidence to do what is best for them.

When women are in leadership positions, it allows them to *integrate* work and home life better, placing less stress on their households and giving themselves and their family members the time and resources to focus on the things that matter most. This practice not only makes women happier but also helps families thrive. (Refer to sources 26 – 29)

Companies struggle to advance female leaders



COMPANIES STRUGGLE TO ADVANCE FEMALE LEADERS

What is causing companies to struggle to advance female leaders—even those committed to gender diversity? Which of these can your organization relate to?

These five factors can hold back women's advancement

There are a variety of reasons why companies struggle to advance female leaders. The research suggests that a key factor is often the widespread systemic gender bias that exists in organizations, which can lead to a lack of representation for women in leadership roles.



Additionally, there may be a dearth of programs and policies to foster women's advancement, unconscious bias in recruitment, hiring, and promotion processes, and a limited understanding of mentoring and supporting women's career paths. There can also often be an unconscious assumption that it is difficult or even impossible for women to lead organizations successfully.

Academic research also suggests that in addition to unconscious bias, the prevalence of traditional leadership styles and the difficulty that female leaders may have in meeting socially acceptable expectation standards for leadership behavior are among the reasons why women remain underrepresented in positions of power in the workplace. Additionally, female leaders often face structural barriers such as a lack of access to resources, networks, or training that their male counterparts may have an easier time obtaining. (Refer to sources 30 – 32) .



IT'S TIME TO HELP WOMEN ADVANCE EQUITABLY

At ExecutiveBound®, we help our clients address the challenges facing women in business. We leverage a two-prong strategic approach that targets both the woman leader and her organization.

As a female leader, you can lead with courage and inspire others to take action in ways they never thought possible. You can create change on a large scale by having the right tools, skills, and mindset. And to make that happen, you must learn how to lead authentically—bringing forward the best version of you, which is how you realize your full potential. In this solution area, we'll walk through how ExecutiveBound recommends approaching your leadership journey holistically at the individual woman's level.

Four proactive actions a woman leader can take

Being a female leader is an arduous yet rewarding journey. Without support and guidance, attempting to lay out this roadmap and execute it alone can feel overwhelming and frustrating. In the first approach, ExecutiveBound provides strategies and tools to help women advance in an organization while navigating existing challenges unique to women. Here are some tactical and research-based ways ExecutiveBound clients learn to advance in their careers: (Refer to sources 33 – 37)

Build a strong support network

Female leaders can advance in their careers by building a strong network, professional relationships, both within and outside of their organization. A strong network can provide access to new opportunities, advice, and support. Establishing relationships with sponsors, mentors, peers, and stakeholders can provide valuable insight, advice, and opportunities for advancement. Include your centers of influence network and nurture it throughout the year. Connect with them intentionally over a 15-minute cyber-coffee. Get curious about them and what they are up to and share what you've been working on.

Develop leadership skills



Taking on leadership roles and seeking out training and development opportunities can help women gain the skills and confidence needed to advance in their careers, i.e., taking on a leadership role in your Employee Resource / Business Group (ERG, EBG), company committee, or new strategic initiative. Women should invest in their professional and personal growth to become subject matter experts, taking courses, attending conferences, or obtaining additional certifications. This will not only enhance their

skills but also increase their credibility as a leader. Demonstrating a growth mindset and pushing oneself outside of one's comfort zone demonstrates leadership potential and readiness for more senior roles.

Advocate for yourself

Don't wait to be asked or shy away from expressing your desire for further advancement. Apply for promotions and ask your manager and mentors who understand your environment for feedback and guidance. Women often face barriers when it comes to speaking up in a male-dominated workplace. Women are less likely than men to negotiate for higher salaries, promotions, and benefits, which can result in a gender pay gap. Female leaders can overcome this barrier by practicing effective communication skills and being assertive in articulating one's value to the organization. Speaking up can help them gain visibility and respect in their organization and can lead to career advancement.

Find sponsors

Having sponsors can provide access to important networks and opportunities. A sponsor is someone with seniority and power who advocates for and promotes an individual's career advancement. Female leaders can benefit from finding sponsors who can help them navigate the corporate ladder, go to bat for them, promote their value to others in the organization, connect them to influential people, and open doors of opportunities and visibility. Women should be strong advocates for themselves and their work to succeed and be role models for their teams. Seeking out sponsors is a form of self-advocacy.



Five levers the organization can activate to support female leaders

As your partner, a powerful way ExecutiveBound enables organizations to boost the number of women leaders to advance and succeed is to help companies develop them, encourage their professional growth, and address the obstacles and hurdles to their advancement. Here are some straightforward ideas: (Refer to sources 37 – 43)

1) Provide sponsors, mentorship, and coaching

Organizations can provide female leaders with access to sponsors, mentors and coaches who can guide them in their professional development. According to a report by McKinsey & Company, women are 50% more likely to have a mentor when they reach senior executive levels than women who do not. Sponsors, mentors and coaches can help women identify their strengths, overcome challenges, build their leadership skills, and help them expand their visibility and opportunities.

Research has shown that women may face unique challenges in establishing professional networks. To help female leaders overcome these challenges, organizations can create opportunities for women to connect with one another and build supportive relationships.



2) Offer leadership development programs

Organizations play a critical role in promoting gender diversity and creating opportunities for women to advance into leadership positions. To ensure that female leaders have the skills and knowledge they need to be successful, organizations can offer training and development programs that focus specifically on women's leadership development. These programs can focus on developing skills such as leadership, communication, negotiation, and decision-making. They can also provide opportunities for networking and building relationships with other female leaders.

3) Address unconscious biases

Many organizations experience unconscious biases that can hinder the growth of female leaders. To address this, companies can provide training to help managers and employees recognize their biases and take steps to overcome them. For example, companies can use blind resume screening to reduce the impact of gender bias during the hiring process. By actively recruiting and promoting female leaders, organizations can help break down barriers and eliminate gender bias in the workplace.

Women should also be educated on these unconscious biases and learn how to navigate them when confronting them in their lived experiences.

4) Create a culture of inclusion

Organizations can create a culture of inclusion where everyone feels valued and supported regardless of their gender. Many women face significant work-life balance issues, which can hinder their ability to advance in their careers. To help female leaders overcome these challenges, organizations can leverage the flexibility of a hybrid work schedule, implementing policies addressing flexible work arrangements, providing parental leave, and promoting work-life balance.

5) Encourage sponsorship



Organizations can encourage senior leaders to sponsor female leaders. Sponsorship involves advocating for a person's career advancement and providing them with opportunities for visibility and exposure to new challenges. According to a report by Catalyst, women who have a sponsor are more likely to be satisfied with their career progress and have higher levels of ambition than women who do not .

Talent and Development Programs “Must Haves”



LEADERSHIP DEVELOPMENT PROGRAM “MUST HAVES”

When looking for a leadership development program to invest in, be intentional about investing your resources wisely, time, effort, finances. This focus is meaningful to create the opportunities for female leaders to grow and advance and minimize frustrating results. Companies and female leaders must develop critical skills to successfully and sustainably ascend to senior and C-Suite ranks. Consider incorporating the following “must have” skills and attributes to make the most of your investments in female leadership training programs. ExecutiveBound hones-in on each of these top 10. (Refer to sources 37, 44 – 48)

Top 10 “Must Have” skills for female leaders to develop

1. Effective communication skills

Effective and persuasive communication is crucial to leadership success, and companies should focus on developing women's communication skills through training programs. Communication includes verbal and non-verbal communication, active listening, and conflict resolution. Our field study in *Healing Leadership* uncovered that powerful communication is the #1 skill to lead in the post-covid era. Female leaders who understand their audience's needs, values, wants, and fears can position their message and enlist others on the organization's mission and vision, advance their careers, and generate success for organizations and teams.



2. Networking and relationship-building skills

Networking and relationship-building skills are crucial for female leaders as they help them establish connections, gain support, and create opportunities for themselves and others. Female leaders building relationships across diverse networks can bring different perspectives and innovations that can contribute to organizational success. Developing networking and relationship-building skills can help female leaders overcome barriers and achieve their professional goals.

3. Emotional intelligence and empathy

Emotional intelligence is essential for any leader, regardless of gender, and so is a woman's ability to lead herself powerfully. When female leaders develop their emotional intelligence (self-awareness, self-management, social awareness, and relationship management), they build self-leadership to make sound decisions and become more confident about their skills, knowledge, and strategic and tactical perspectives to step into senior leadership roles. With a healthy EQ, women leaders can manage their emotions and understand those of others. Higher levels of emotional intelligence helps them build strong relationships with their team members and colleagues. This enables women to lead with empathy, humility, and respect for all team members, regardless of their seniority or experience.

4. Strategic thinking and decision-making

Companies should focus on developing women's strategic thinking and decision-making skills through training programs that teach them to zoom out, consider different pathways to achieve desired outcomes, analyze data, evaluate options, and make informed decisions. Women leaders must learn to step into ambiguous situations and, from a big-picture perspective, collaborate to make final decisions that lead to successful business outcomes.



5. Conflict management and negotiation skills

These skills are essential for female leaders to navigate complex workplace situations and promote diversity and inclusion. Developing negotiation skills can enable female leaders to leverage their strengths and achieve successful outcomes. According to a report by the World Economic Forum, women tend to score higher than men in empathy, collaboration, and communication. These skills are crucial for effective conflict management and negotiations in the workplace. Honing these skills can increase a female leader's confidence and support her growth into senior roles.

6. Growth mindset, resilience, and adaptability

A growth mindset, resilience, and adaptability are crucial skills for female leaders as they help them navigate challenges and changes, personally and professionally. Studies have shown that women in leadership positions who possess these qualities are more likely to succeed and overcome obstacles. According to a 2021 Forbes article, "resilience is the new must-have skill for women leaders." Resilience is the ability to pivot and adapt and it's essential in today's rapidly changing business environment, which is marked by fast technological advancements and shifting customer needs. Without a growth mindset, resilience isn't attainable. A Study by Harvard Business Review found that resilience is one of the top five traits of successful female leaders, helping them bounce back from setbacks and remain focused on their goals.

7. Critical thinking and problem-solving abilities

Critical thinking and problem-solving skills are essential for female leaders to make informed decisions that can positively impact their organizations. These skills allow them to evaluate complex situations, anticipate potential issues, and develop effective strategies to overcome challenges. According to a study published in the Harvard Business Review, companies with gender-diverse leadership teams perform better due to their ability to think critically and solve problems more effectively.

8. Time management and delegation skills

Women leaders often must balance multiple responsibilities both at work and at home. Training programs focusing on time management and delegation skills can help women leaders prioritize tasks and manage their time effectively. It's meaningful to teach female leaders what to stop doing, what to delegate, and what to automate. Additionally, female leaders may face bias and discrimination in the workplace, which can lead to a heavier workload and more time-consuming tasks. Developing strong delegation skills can help women leaders prioritize their work and avoid burnout, according to a report by the Harvard Business Review.

9. Innovation and creativity

Female leaders who develop innovation and creativity skills can bring unique perspectives, ideas, and solutions to the table, leading to better decision-making, problem-solving, and organizational success. Also, fostering an innovation culture can inspire and empower other women to pursue leadership roles and contribute their own innovative ideas.



10. Cultural awareness and diversity training

Cultural awareness and diversity training is crucial for female leaders because they help them understand and appreciate the differences in people's beliefs, values, and traditions. This understanding enables them to create an inclusive work environment that celebrates diverse perspectives, which drives innovation and enhances collaboration. In a complex, global business landscape, cultural awareness and diversity training are essential for female leaders to lead their teams effectively and achieve business success.

FEATURES TO LOOK FOR IN LEADERSHIP DEVELOPMENT PROGRAMS



FEATURES TO LOOK FOR IN LEADERSHIP DEVELOPMENT TRAINING

Not all leadership development programs are created equal. Organizations looking to develop and retain talented female leaders must remain vigilant about popular, yet ineffective results that don't last. It's productive to ensure that leadership development programs provide what women need most to develop and grow. ExecutiveBound incorporates these features. Consider looking for these components in the leadership programs you invest in. (Refer to sources 49 – 53)

Look for these training features

Goal setting

A comprehensive leadership development program must include execution during and beyond the program duration. Such a program helps leaders create individual plans and define success for their roles and teams. Leaders must understand their overall leadership skills and gaps, along with the organization's and the team's objectives, before they can begin creating a plan of action.



Coaching and mentoring

Mentoring and coaching are critical components of any leadership development program. An effective coach and mentor focus on developing individual skills and strengths, and fill leadership gaps while guiding female leaders to navigate and understand the organization's culture, values, expectations, and challenges.

Experiential learning

Experiential learning consists of structured engagement allowing members to learn through real-world activities and challenges. This feature includes problem-solving in real time, mentoring others on their challenges, and applying what they learn with support through the program.

Communication and collaboration

Effective communication and collaboration are essential for successful teamwork. A training program should provide opportunities for female leaders to practice and improve persuasive communication skills, help them foster an environment of cooperation and develop healthy conflict-resolution strategies through lived experiences.

Strategic planning

A strategic planning component of the program should help participants identify and reach long-term goals by encouraging them to think strategically and break down the steps necessary for success.



VOILA! A PROVEN INNOVATIVE APPROACH TO DEVELOP FEMALE TALENT

Companies can indeed improve their DEIB efforts while helping talented, high-potential women achieve their full leadership potential by sponsoring them and investing in the Fearless Leadership Mastermind™ solution.

What is the Fearless Leadership Mastermind™ solution?

ExecutiveBound's Fearless Leadership Mastermind™ is a proven and unique solution that supports high-performing women—in business, science, technology, engineering, and math (STEM) fields, Fortune 500 companies, financial services, and other industries—to develop a critical skillset in leadership required to advance, grow, and be influential leaders. Since January of 2020, the Mastermind has delivered results for our partners in only six months and provides member support for 12 months and beyond. The training has enabled our members to increase their self-awareness, confidence, gain a clear leadership vision, and execute a strategic plan of action to achieve their goals.

The comprehensive curriculum, designed for women leaders by experienced female leaders, addresses women's unique challenges in often competitive, male-dominated fields. As an organization, part of the challenge involves raising self-awareness, increasing confidence, and supporting women's career development, so women invest in themselves without feeling alone on this journey. The program offers personalized online leadership and mindset training, coaching, on-demand support, strategies, and tools to help them achieve their goals. All these benefit female members to **accelerate**, grow, and advance within the company's leadership pipeline.

The Fearless Leadership Mastermind's proven holistic approach to leadership development encourages engaged, talented women leaders to retool, transform, and step out of their comfort zones with guidance and support to lead themselves, developing Self-leadership. Our meaningful insights, tangible skills, and knowledge help high-performing women to uncover their blind spots and fill existing gaps that prevent them from pursuing and claiming senior leadership positions. In small cohorts of up to ten members, women network with peers on a similar path and gain insight to navigate and break through internal and external barriers. They access new ideas and resources (like our exclusive peer community and alumnae) and expand their emotional quotient (EQ). Then, we focus on how they can lead, engage, and influence others. They learn how to mentor and coach high-performing teams and be intentional about their mental health and well-being to avoid burnout, role-modeling this behavior for their teams.

The Fearless Leadership Mastermind™ solution encompasses the following:

Leadership Development Strategy

Designed by women for women, this leadership development solution helps female leaders develop a unique roadmap to reach their full leadership potential.

Throughout the first six months of expert-led, actionable guidance and mastermind circles, it helps talented women hone their leadership skills, increase their impact, and transform how they lead. During the last six months, members check in monthly to stay in

momentum as they implement their massive action plan with professional support, coaching, and peer support along the way. Members often stay connected and engaged in the Visionary Leaders Circles and meet monthly for ongoing support beyond 12 months.



Goal Clarity

Our female members gain clarity and focus on their goals. Twelve group and four individual executive coaching sessions offer tools and strategies to help women identify their unique value proposition, surface blind spots, address specific situations, and nurture relationships to drive forward company goals.

Network-Building

Our solution includes a formidable network of certified coaches, mentors, and peers coming together to encourage and support high-performing female leaders with similar challenges and leadership goals. We've seen it time and time again. The members thrive as they solve real situations within their organizations and teams.



Resilience and Growth Mindset Training

We offer resilience and mindset training to help female leaders manage stress, build inner strength, and thrive in their careers. This powerful program, led by Dr. Ginny Baro, a former senior leader in tech and financial services, equips women with the mental and emotional tools they need to succeed.

Psychological Safety and Supportive Community

Our psychologically safe environment offers women opportunities for growth, connection, and support in a confidential space and community of energetic peers with similar goals and passions. The bi-weekly Mastermind Circles allow women to gain insight from their peers and create lasting connections.

Become a leader in the “gender equity movement”

The Fearless Leadership Mastermind™ solution allows your company to create a more diverse business and positions your organization as a leader in the “gender equity movement.”

This solution's framework relies on research, practical knowledge, and best practices. Women benefit from executive coaching, group coaching and masterminds, experiential learning, and community building. These are some of the benefits of these features.

Executive Coaching is a valuable tool for female leaders to develop and grow their skills and confidence. It provides a space for women to receive professional guidance and feedback as they seek to enhance their leadership competencies and build emotional intelligence and interpersonal skills. Through executive coaching, women can further their career goals, gain clarity on their objectives, develop action plans that help propel their success and identify and navigate obstacles. Our executive coaching helps female leaders learn skills such as communication, relationship building, negotiation, conflict resolution, decision-making, executive presence, and more. All these skills play critical roles in advancing the career of women who aspire to higher leadership levels.

Group Coaching and Masterminds offer a rare opportunity for female leaders to share experiences, find inspiration, and learn from each other. These collaborative environments provide a safe space to experiment, practice, and refine their leadership skills. Group Coaching enables female leaders to receive immediate feedback and advice from their coach and peers, allowing them to work on their development swiftly. Furthermore, masterminds encourage women to discuss topics related to their stories, ask questions, and solve problems. By collaborating and supporting one another, participants gain knowledge and resources they wouldn't have had access to outside the group. (Refer to source 54 – 57)

Experiential learning is an effective method for female leaders to develop leadership skills. The learn-by-doing approach allows female leaders to build a practical set of skills and gain confidence in their decision-making abilities. By engaging in experiential learning activities, female leaders are challenged to think critically, take calculated risks, and develop their ability to lead in a dynamic environment. (Refer to sources 58 – 61)



Community. Females are the world's leading experts on female leaders. The key is to build a community where women can collaborate, learn from, and support each other. This type of collaborative learning and networking will foster teamwork, help develop skills for tackling challenges and strengthen the ability to think critically about complex topics related to leadership. In short, by creating a supportive community of peers in leadership development, female leaders learn from and support each other while enhancing their development as leaders. (Refer to sources 62 – 66)



INVEST IN LEADERSHIP DEVELOPMENT TO CREATE A MORE INCLUSIVE WORKPLACE

Investing in your female leaders' development demonstrates your company's commitment to driving DEIB initiatives forward and creating a workplace of inclusion and belonging.

A feasible and financially scalable solution

The Fearless Leadership Mastermind™ solution will ensure your female leaders are building skills and abilities to create an inclusive and mindful workplace culture. They can increase their impact with proper support. Since 2020, this turnkey solution has supported member partner's women leadership pipeline and organizations to unleash the potential of their female leaders, progressing toward an inclusive workplace culture for all.

Female leaders are crucial in today's business environment, where diversity and inclusion remain significant challenges for firms. According to Forbes and other sources, the cost of executive coaching can vary greatly, depending on the type of program and the provider. In general, rates for executive coaching programs range from \$2,500 - \$10,000 per month for a six-month program. Companies should plan to invest anywhere from \$15,000 to \$60,000 per year to develop a senior executive female leader through executive coaching. (Refer to sources 67 -70)



While the Fearless Leadership Mastermind™ solution encompasses executive coaching, it provides all the features mentioned earlier, including "must haves" that have led to its success, at a fraction of the yearly cost of executive coaching alone. As a trusted leadership development partner, ExecutiveBound ensures that investments in a cohort of female leaders are scalable, optimize ROI, financially feasible and scalable.



WHY NOT STICK WITH THE MORE “POPULAR” PROGRAMS?

eCornell, Wharton, Harvard and other university leadership programs are good—although not as comprehensive as the Fearless Leadership Mastermind™ solution.

What makes the Fearless Leadership Mastermind solution unique?

Leadership development programs have become increasingly popular in recent years with many companies striving to cultivate their next generation of leaders. ExecutiveBound’s Fearless Leadership Mastermind is one such program, offering a unique solution to elevate leaders through a Mastermind approach with the guidance and coaching of Dr. Ginny A. Baro. To provide insight into the competitive landscape of leadership development solutions, it’s necessary to compare ExecutiveBound’s program with other common solutions in the market.

One of the most well-known leadership development programs is the Dale Carnegie Course, which has been around since 1912. This program focuses on communication skills and leadership techniques, helping individuals to build their confidence and improve their interpersonal skills. Additionally, there’s the John Maxwell Team, which focuses on developing leadership qualities within a team environment, providing incentives and rewards for individuals who excel.

ExecutiveBound’s Fearless Leadership Mastermind sets itself apart from the likes of Dale Carnegie and John Maxwell through its fearless leadership training, which emphasizes taking the necessary risks to be an exceptional and inclusive leader. This training goes beyond traditional leadership development techniques by gracefully challenging individuals to address their fears, gain self-awareness, and leverage their strengths to lead from a place of authenticity. The Mastermind program also employs cutting-edge online leadership training and group coaching technologies to provide a community of peer support through interactive virtual sessions, which encourages personal and professional growth through real-life experiences.

Furthermore, Dr. Ginny A. Baro's leadership experience and executive coaching expertise offer a unique value proposition to ExecutiveBound's Fearless Leadership Mastermind program. Drawing from her extensive leadership background, partnerships with Fortune 500 companies, and her expertise as an executive coach, Dr. Baro instills the practical skills and mindset necessary to navigate the challenges of leadership women face in today's fast-paced, ever-changing business environment. With the ethos of "Fearless Leaders," Dr. Baro combines her own experiences, industry leadership best practices, and original research to provide a comprehensive and transformative solution for female professionals looking to level-up their leadership skills.

When we compare more popular university leadership development program, such as eCornell, Wharton, Harvard, Chicago Booth, and NYU's training, with ExecutiveBound's Fearless Leadership Mastermind™, here's what we uncovered. All programs aim to improve leadership skills, but their approaches, depth, and breadth vary significantly.

The ExecutiveBound's Fearless Leadership Mastermind solution focuses on individuals building self-confidence and the knowledge base of effective leadership behaviors from the inside out. It also focuses on the overall leadership experience, such as engaging mastermind discussions on strategic goals, identifying strengths, areas for growth, and assessing limitations and risks. It is a collective learning experience among a small cohort of up to 10 female leaders. They can openly explore their unique leadership styles within a safe and supportive environment. ExecutiveBound's program also includes group and private coaching with a certified coach who helps them identify strengths and decode their blind spots.



Finally, ExecutiveBound's delivery and facilitation are more interactive and personalized than university programs, providing additional mentorship and support. It addresses women's busy lifestyles by extending the leadership online training period to six months and minimizing the time commitment per week. We also target women-specific business challenges in the workplace, like unconscious biases, self-imposed limitations, and mindset and resilience training. Here are the details about these main differences.



Delivery & Time Commitment

	ExecutiveBound®	University Programs
1. Instructor	Certified Executive Coach	Faculty
2. Class Size	Up to 10	35 – 100s
3. Duration	6 mos. + 6 mos. support	2 weeks - 3.5 mos.
4. Leaders' Time Commitment	1– 1.5 hours/week / 6 mos.	3 – 8 hours/week
5. Delivery	100% online	100% online
7. Experts & Guest Speakers	Y	Y
6. Delivery Format	Video Training, Zoom Sessions	Video Lectures, Lectures, Plenary
10. Engaging Masterminds	Y	
8. Quizzes	Y	Y
9. Assignments	Y	Y
11. Personalized Workbook	Y	

Leadership Training

	ExecutiveBound®	University Programs
1. Human Needs & Values	Y	
2. Personal Branding	Y	
3. Unique Value Proposition	Y	
4. Leadership Qualities	Y	
5. Leadership Presence	Y	Y
6. Inclusive Leadership	Y	
7. Unconscious Biases	Y	
8. Persuasive Communication	Y	Y
9. Cultivating Informal Networks	Y	Y
10. Mentors & Sponsors Deep Dive	Y	
11. Time Management	Y	Y
12. Team Development	Y	Y
13. Influence	Y	Y
14. Coaching & Mentoring Teams	Y	
15. Collaboration & Feedback	Y	Y
16. Conflict Resolution	Y	Y
17. Personal Action Plan	Y	



Mindset & Resilience Training

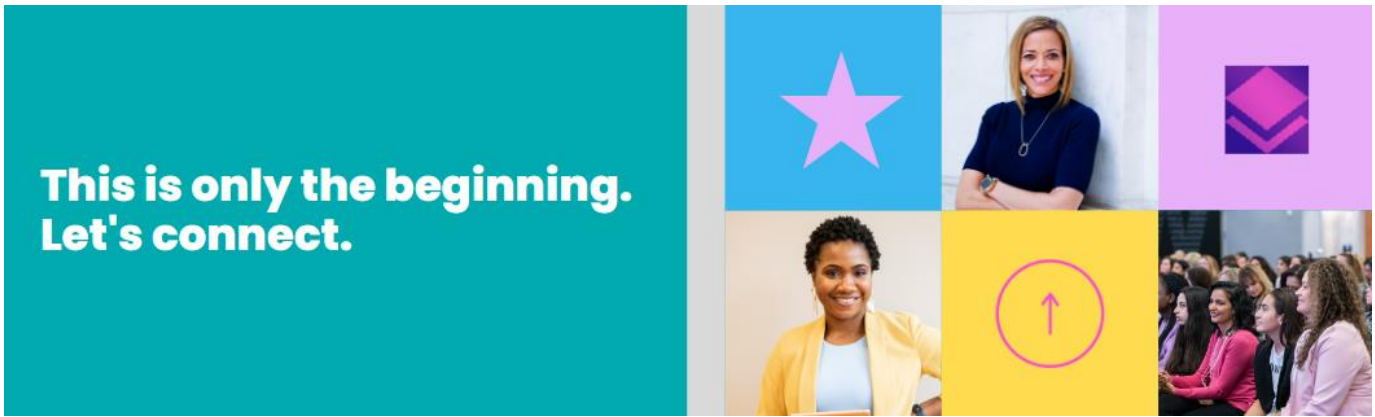
	ExecutiveBound®	University Programs
1. EQ Development	Y	
2. Managing Beliefs, Fears, Stories	Y	
3. Self-Care	Y	Y
4. Mindfulness	Y	
5. Behavioral Assessments	Y	

Executive Coaching & Support

	ExecutiveBound®	University Programs
1. Group Coaching (12 sessions)	Y	
2. Executive Coaching (4 sessions)	Y	
3. Monthly Check-Ins (6)	Y	
4. Experiential Personal Problem-Solving	Y	
5. Peers Support & Community	Y	
6. Ongoing support 12 mos.+	Y	



The Fearless Leadership Mastermind™ solution can holistically generate reliable transformations and results for the engaged female leaders in your company’s cohort, supporting them to deliver business growth, high-performing teams, and personal well-being.



THIS IS ONLY THE BEGINNING. LET'S CONNECT.

“Like many others, my leadership career began when I was young. At 22, I set my sights on contributing to my organization from the leadership ranks. This goal meant pursuing graduate education and receiving coaching and mentoring support from senior leaders.”

In hindsight, there were many moments in my leadership career when I could have chosen a different path, but the way I saw it, this was the one that would take me to where I needed to be. And despite countless obstacles, an army of supporters guided me every step of the way. Because of it, I was able to lead myself and my family along a more compelling career trajectory than it would have been otherwise. My son can enjoy the benefits of my hard work today because of this great army of allies that invested in me years ago.

Today, we have an incredible opportunity to partner in support of your talented, high-performing, high-potential female leaders. We can provide them with leadership training and mentorship from an inspiring female leader in the field. We can help them develop to achieve their full leadership potential with a sense of fulfillment that will benefit your company's bottom line and cultivate an inclusive culture.



Join us in diversifying leadership by connecting with us and discussing your needs and goals in supporting your female leaders to grow and advance within your organization. For more information, visit www.flmprogram.com, email us at info@executivebound.com, or [schedule a call](#) today. It would be our honor to serve your female leaders to reach their full potential—as and they do, so do we!

Dr. Ginny A. Baro

CEO, Founder, ExecutiveBound

WHAT OUR MEMBERS SAY

The program gave me the ability to remain poised and confident in stressful situations. I was also able to identify and harness my Unique Value Proposition and leadership competencies. These insights increased my self-confidence, authenticity, and sense of purpose. I feel this program offers great value in a safe, supportive environment to develop leadership and life-coping skills and to allow me to be my best Self. I would highly recommend the Fearless Leadership Mastermind to my colleagues and friends.

JOHNNA G., BUSINESS EXCELLENCE PROGRAM MANAGER
CLASS OF MARCH 2020



“When I joined the program, I was a manager with ten people reporting to me in Argentina. I couldn’t find the career opportunities I was looking for. Everything is changing as I’m moving to the U.S. for a Director position with 19 people reporting to me. Making this investment in myself was absolutely worth it.”

MERCEDES TARLATI, DIRECTOR, HEAD OF STUDY DESIGN
CLASS OF MAY 2021



“Dr. Ginny, your Fearless Leadership Mastermind program was instrumental in getting me into the mindset and self-accountability that is my daily go-to to keep pushing!”

YADIRA E., CHIEF FINANCIAL OFFICER
CLASS OF JANUARY 2022



“When we started working with Ginny, we needed assistance with several managers who had challenges interacting and motivating their staff. Ginny built relationships and gained the trust of our employees. Her influence made an immediate and lasting impact on the way our leadership engaged with their teams.”

TOM TYSZ, CHIEF HUMAN RESOURCES OFFICER



ABOUT EXECUTIVEBOUND®

A certified Minority Business Enterprise (MBE) established in 2017 by Dr. Ginny A. Baro, ExecutiveBound® is an innovative leadership development and career advancement company dedicated to diversifying leadership and accelerating our client's professional growth. We develop senior leaders to create inclusive workplaces that promote business growth, high-performing teams, and personal well-being.

Our core values include:

Integrity: We believe in doing what's right and treating others with respect.

Innovative Solutions: We are committed to creating innovative solutions that drive impact and success for our clients. ·

Growth Mindset: We strive to continually learn, develop, and expand our skills.

Excellence: We strive to provide unparalleled excellence in all we do. ·

Transformative Journeys: We are committed to helping people realize their potential and launch toward success.

ABOUT DR. GINNY A. BARO

Dr. Ginny A. Baro, Ph.D., MBA, MS, CPC, immigrated to the U.S. at age 14 with nothing more than a dream. Today, she is an award-winning international transformational speaker, leadership coach, career strategist, and #1 bestselling author with over three decades of experience in the corporate world. As the founder and CEO of ExecutiveBound™, Dr. Baro helps emerging executives by providing a unique approach to leadership development that is grounded on research, best practices, and lived experiences, which she uses to help her clients unlock their full potential.

Named one of the Top 100 Global Thought Leaders, Dr. Baro's expertise in leadership development has been recognized by Fortune 500 companies and partners, including McKinsey&Company, Verizon, Merck, and Pfizer, where she has been invited to speak numerous times on the topic. She has also been featured in numerous media outlets, including NBC, ABC, Fox, Univision, USA Today, Yahoo Finance, New York Business Journal, and Latinas in Business. She is a highly sought-after leadership coach and speaker for McKinsey&Company's Hispanic/Latino Executive Program and a subject matter expert on Personal Branding for the Management Accelerator since 2021.

Dr. Baro is the author of **two best-selling books**: *Fearless Women at Work* and *Healing Leadership*. Her books have been praised for their practical advice and actionable strategies. In 2020, Dr. Baro created the **Fearless Leadership Mastermind™** to help high-potential female leaders of all backgrounds grow and advance. Her expertise, passion, and commitment to helping leaders and women make her an invaluable resource to any organization looking to unlock the full potential of their talent and achieve success in their business. To learn more, please visit www.ExecutiveBound.com.

CONTACT US!

Access ExecutiveBound's online calendar.



APPENDIX

What does DEIB *success* look like?

Each organization's measure of success for a DEIB program differs and depends on the program's goals. Program goals that focus on improving organizational culture, creating more equitable opportunities across all employee groups and increasing representation of diverse groups can be measured quantitatively with metrics such as employee demographic composition, fair hiring and promotion rates, or participation in leadership roles.

Metrics can also include changes in recruitment and retention of diverse talent, employee engagement surveys that measure perceptions of fairness and inclusion, reviews of policies and practices for bias, changes in the representation of leaders from underrepresented groups, and the results of employee and customer satisfaction surveys that track outcomes of diversity, equity and inclusion initiatives. Program goals that focus on changing behavior, attitudes, and feelings can be evaluated qualitatively with surveys and interviews. (Refer to source 4)

Generally speaking, success may be defined by a combination of organizational outcomes, such as increased cultural competence, improved engagement and satisfaction among staff, a more diverse workforce, increased workplace safety, and inclusion of particular historically underrepresented groups.

For evidence-based measures that help organizations track progress in their DEI initiatives, as of 2019, the Society for Human Resource Management (SHRM) published a guide to Evaluating Diversity Programs. (Refer to source 5) The Harvard Business Review published an article on "Measuring the Success of Diversity and Inclusion Programs." (Refer to source 6)

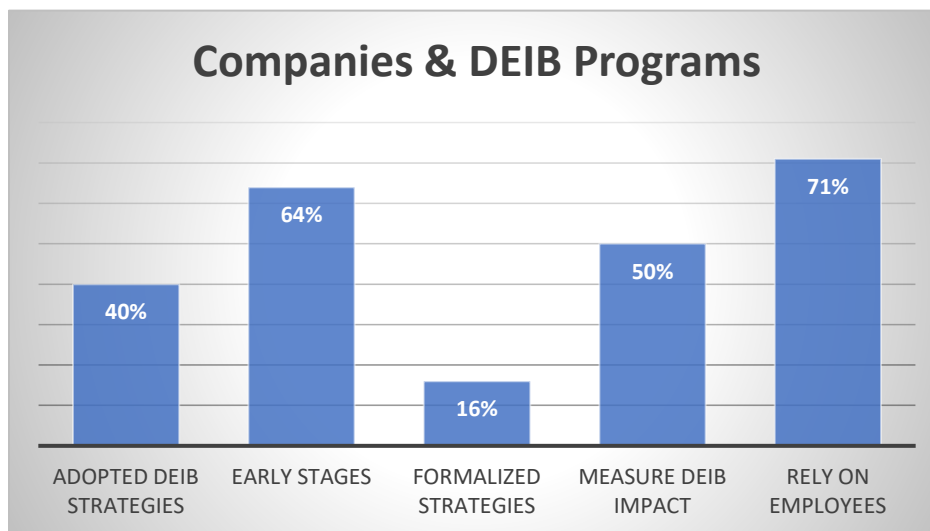
Where do you go from here?

While there are many reasons for the lack of success in DEIB programs, we need additional strategies to help us reach our goals.

1. How does your organization fair along the spectrum of DEIB success?
2. What challenges is your company's DEIB program facing?

Gaining this level of clarity will help companies discover where adjustments can help them optimize their efforts and focus their resources, people, time, energy, and investments to fill the gaps and reap the most benefits.

Deloitte's 2019 Global Human Capital Trends report, which surveyed 10,400 HR and business leaders, researchers found: (Refer for sources 7, 8)



- Only 40% of companies have adopted D&I strategies.
- 64% of companies are still in the early stages of their D&I journeys.
- Only 16% of companies have implemented DEIB into formalized strategies.
- Just over 50% of the surveyed organizations measure the impact of their DEIB programs.
- 71% of organizations rely on employee networks to drive and advance DEIB initiatives.

Factors that derail DEIB initiatives

Which of these factors impacts your company? (Refer to sources 9-13)

Lack of clear DE&I objectives and structure

Without clear objectives and a framework, DE&I programs often struggle to gain traction and have an impact.

Poorly implemented policies

Even if a program has great objectives, it requires well-crafted policies and procedures to be implemented successfully. Programs lacking specificity or too broad in scope can be difficult to execute.

❌ Lack of engagement from leadership

Many DE&I programs suffer from difficulty engaging executives, who often lack the understanding or motivation to help implement DE&I policies. Without openness and commitment to DE&I from the top, it can be hard for the program to make the lasting change it intends.



❌ Unclear metrics

Without a set of metrics to measure progress, it is difficult to know if a DE&I program is achieving its goals. Metrics should be tailored to the program's overarching goals and constantly monitored and adjusted.

❌ Trouble maintaining momentum

Even if a program has gained traction and initial success, it is important to sustain momentum. Without continued commitment and renewed focus, progress can quickly decelerate.

Inclusive leadership is essential for success in an increasingly competitive and complex world. As senior leaders, we must confront it and handle it head-on. Leaders must ask themselves:

1. What needs to change in my organization to advance DEIB Initiatives?
2. How do I mobilize my team to address this issue?

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