

OWNING YOUR POWER TO TRANSFORM YOURSELF, YOUR COMMUNITY AND YOUR INDUSTRY

PRESENTER:

CARY BROUSSARD

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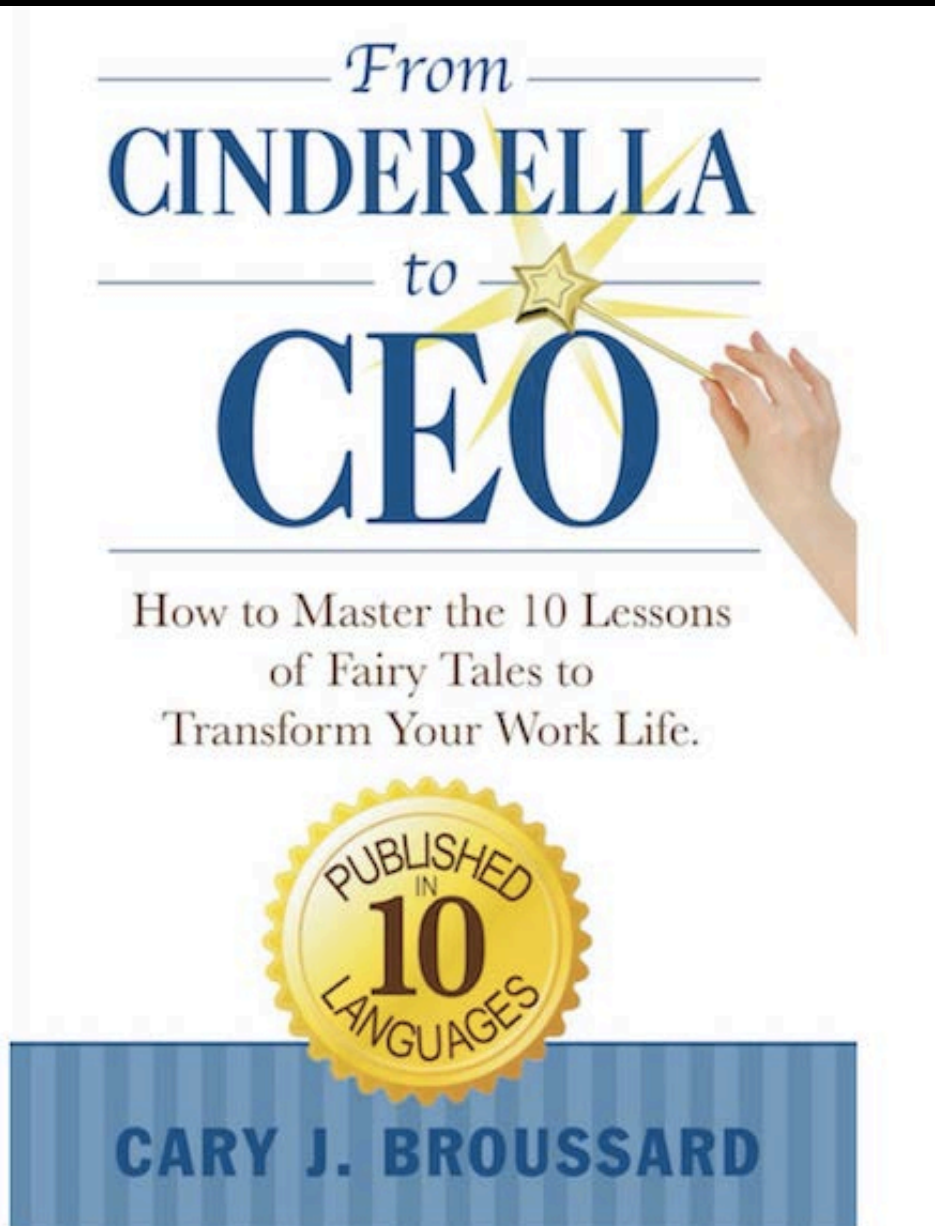




**GROW THROUGH
WHAT YOU GO
THROUGH.**

CinderellaToCEO.com





- The ultimate “**Come Back**”
- **Transformation** - the core of every classic fairy tale
- **Moral of the story:**
 - Pushed out of your comfort zone
 - can force you to find new opportunities with greater rewards





The Cinderella to CEO Purpose



- Recognize and support women
- Overcame obstacles to change businesses, communities and industries for the better
- Providing extra effort to support, motivate and mentor others





Research Focus: The Power of Transformation.



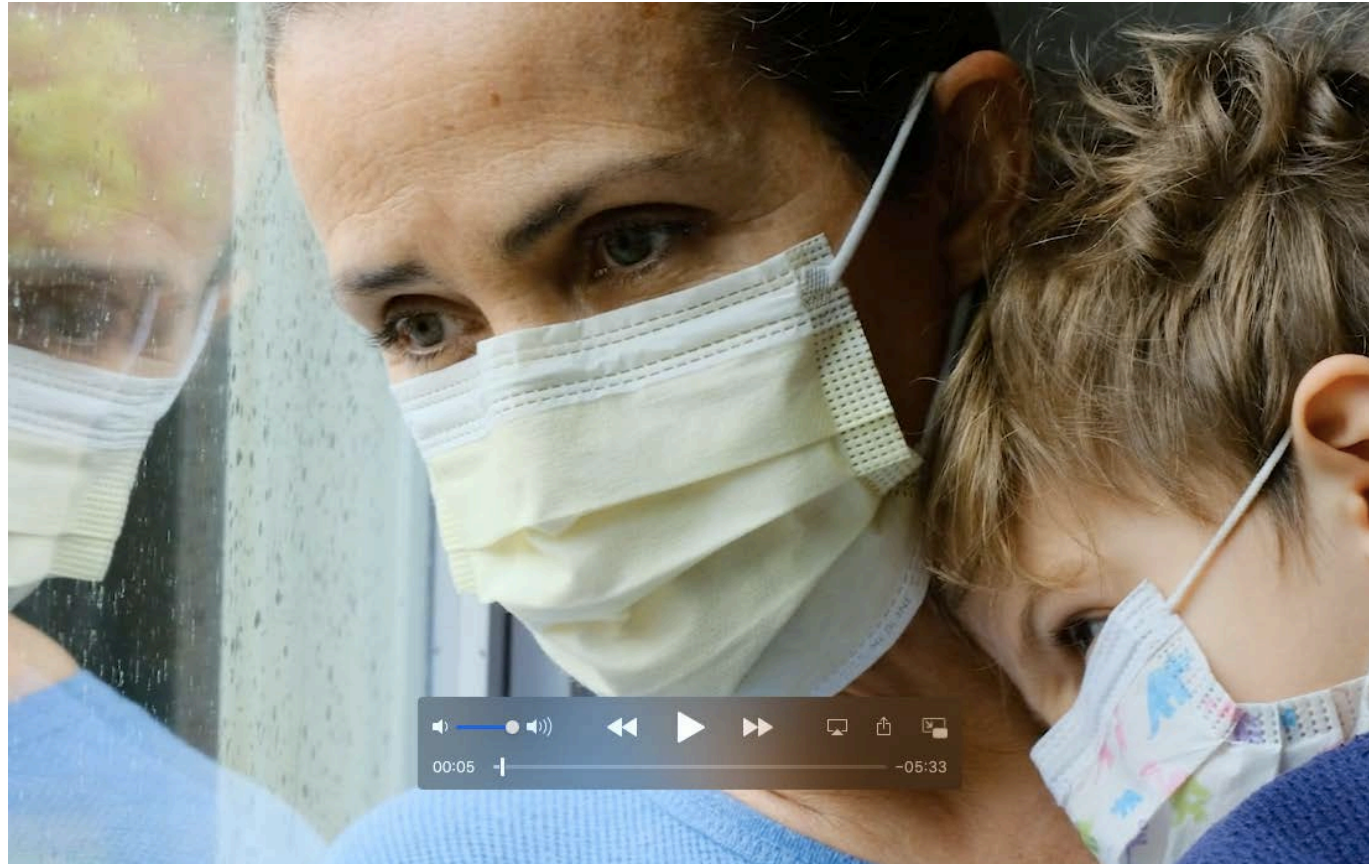
- Texas Woman's University Grant for Research
- Focus on Cinderella to CEO Award Nominees
- Notable traits, skills, passions and habits
- Their insights help others in today's economy



CENTER FOR
WOMEN ENTREPRENEURS
TEXAS WOMAN'S UNIVERSITY



Leading Through Tumultuous Times...





**HEY WARRIOR,
KEEP GOING.**

CINDERELLA TO CEO

Living in a Pandemic – Our Normal (for Now)



Your **Guiding Principles** will help you lead and choose whom to follow

- charting your path through the pandemic and beyond.

Your **Mental Health** and Wellbeing

- Social isolation, financial and healthcare worries, strain of adapting to remote work and home schooling affect all of us. Self-care is key

Employers with **Purpose and Ethics**

- The long-term value: attraction of like-minded employees, clients & partners
- Human welfare and sustainability front and center

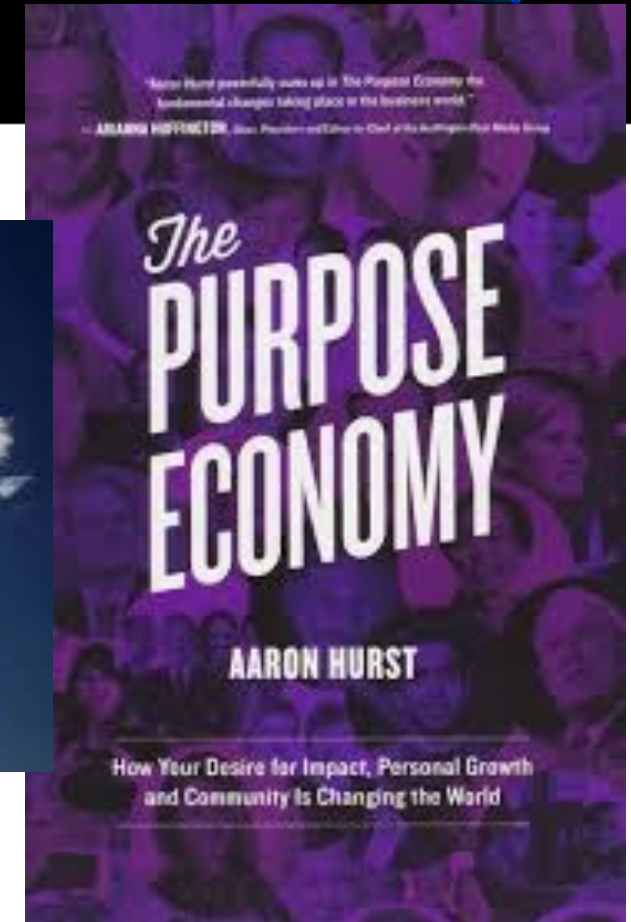
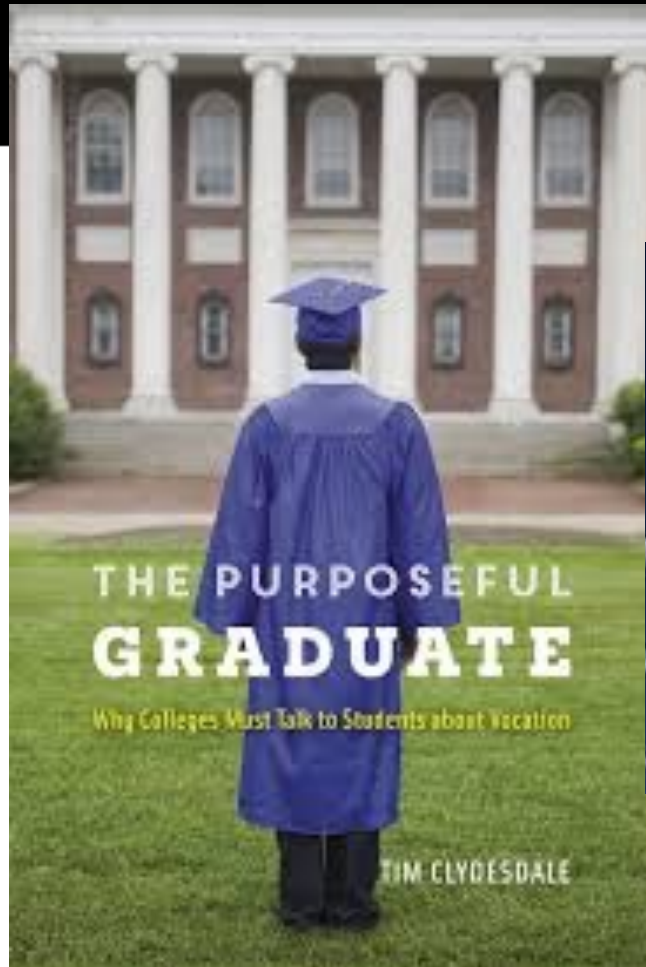
EYQ convened 100 senior professionals around the world to develop a far-sighted view, imagine the unthinkable, and, crucially, identity the steps business leaders need to build into their thinking about the future.



Women: Keep Driving Momentum



- 2017: E&Y predicted, women are expected to control 75 % of U.S. wealth by 2030
- Between Aug. – Sept. 2020, 865,000 women dropped out of the labor force vs 216,000 men exited the workforce
- [19-year study out of Pepperdine University](#): strong correlation between companies hiring women executives
- 18-69% profitability boosts for the Fortune 500 firms w/ the best records of promoting women.
- *TIME magazine, [ABBY VESOULIS](#) OCTOBER 17, 2020
- annual Women in the Workplace [study](#) published in September by McKinsey & Co. and Lean In) *TIME magazine, [ABBY VESOULIS](#) OCTOBER 17, 2020



The Timing is Now...Purpose in the New Normal



- Create a Plan
- Elevate yourself in a vital industry
- Evolving and is so important to the economy
- Culture is important for your purpose to thrive
- Purpose tools in the new normal

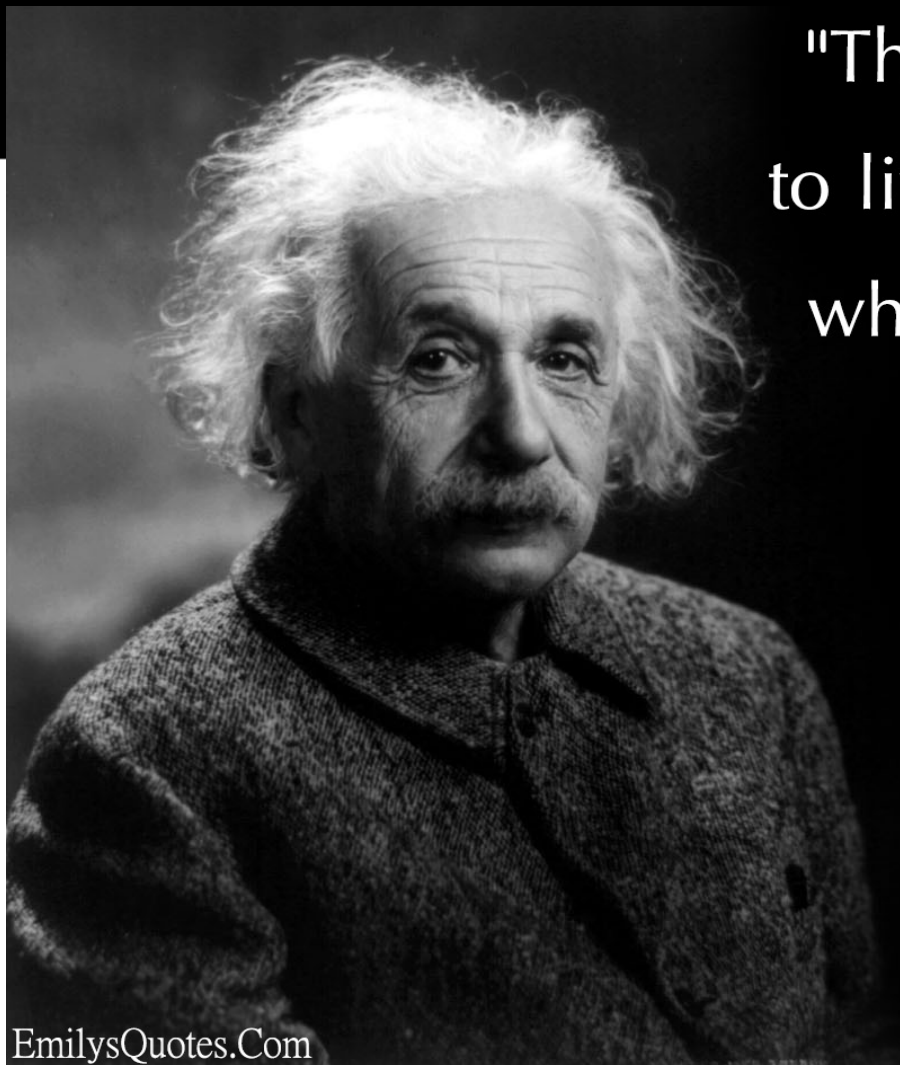


Using Business to Create a Better World



One for One





"The world is a **dangerous** place to live; not because of the people who are **evil**, but because of the **people** who don't do anything about it."

~Albert Einstein

EmilysQuotes.Com

Define Your Inner Core



You've Got Purpose....



New Normal Vision: Imagine a view of how the world will look once your purpose has been realized

Your New Normal Mission: Design a plan to fulfill yourself through positive purpose

Simple, not-complicated. It can work



ALL PROGRESS TAKES PLACE OUTSIDE THE COMFORT ZONE

CINDERELLA TO CEO



Examples of Higher Purpose



To use our imaginations to bring happiness to millions

To alleviate pain and suffering

To give people the freedom to fly

To enable people to experience the joy of driving

A relentless ally for the individual investor

Reconnect people with nature

Help people get organized so they can be happier

[illegible]



Our Survey Goals

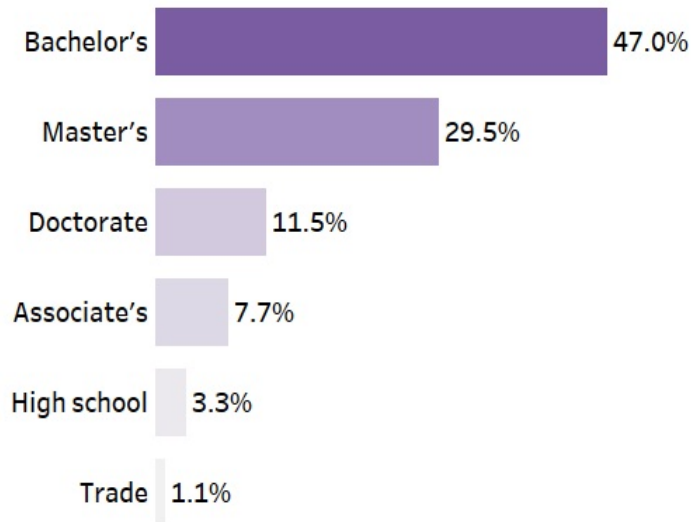


Compare Similar Success Traits
Uncover “New Normal” Trends
Track Needed Skills
Optimize Resiliency
Connect, Uplift, Give Back

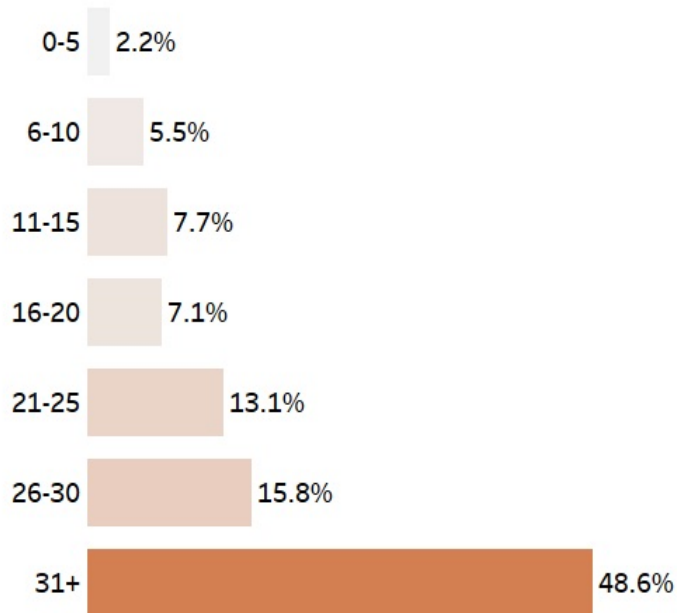
Survey Respondents are **Educated,** **Experienced,** Professionals



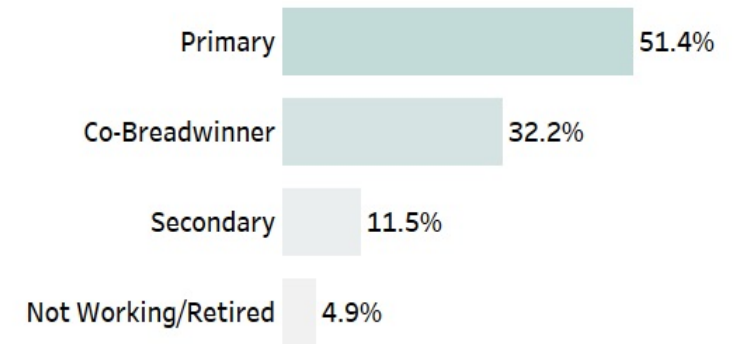
Education Level



Work Experience



Household Status





83% Women Surveyed:

Household
Breadwinners

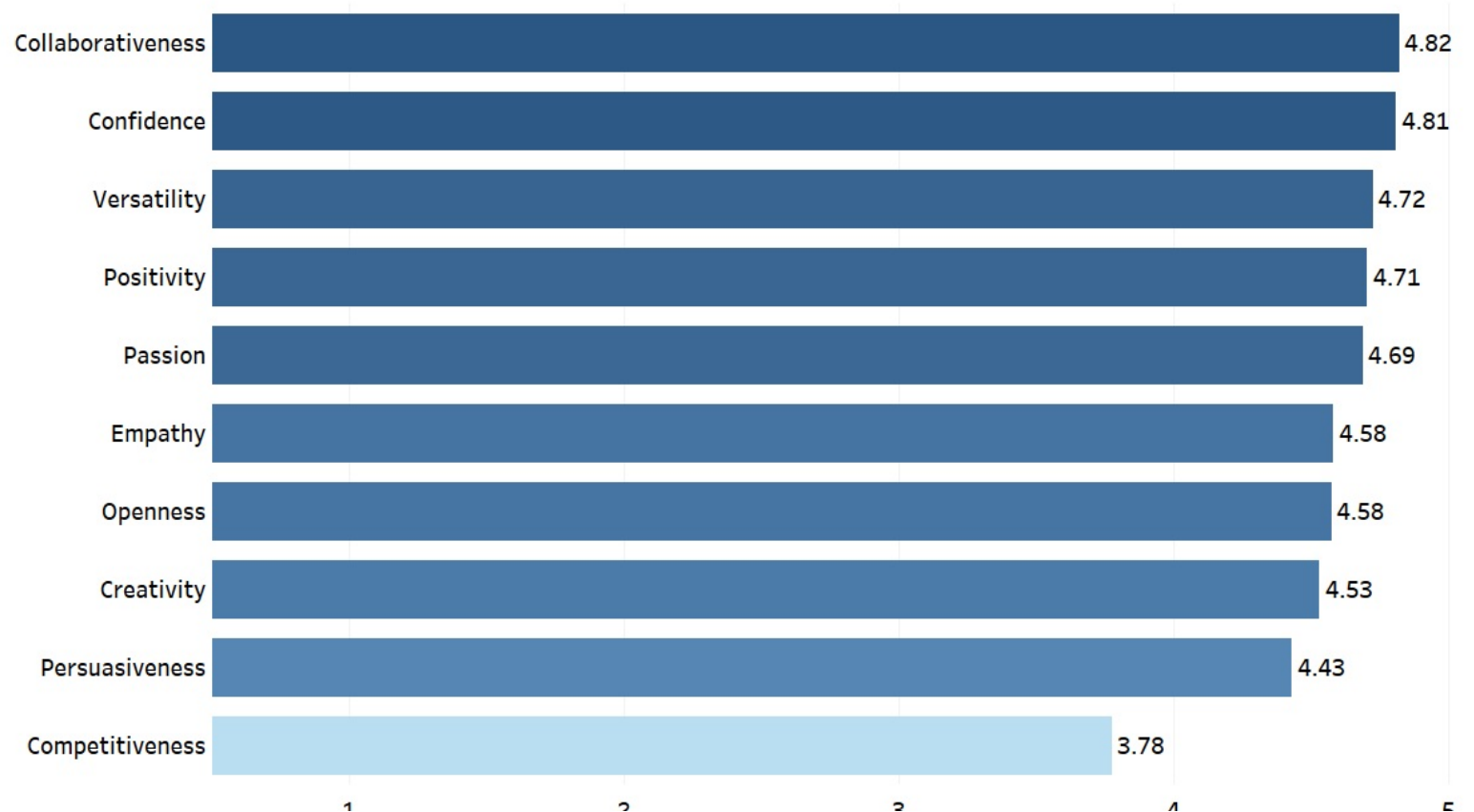
Most Important Leadership Qualities



Collaborative
Confident
Versatile
Positivity
Passion
Empathy
Openness
Creativity
Persuasiveness

Competitiveness

Please rank the most important leadership qualities that someone in a leadership position must possess.





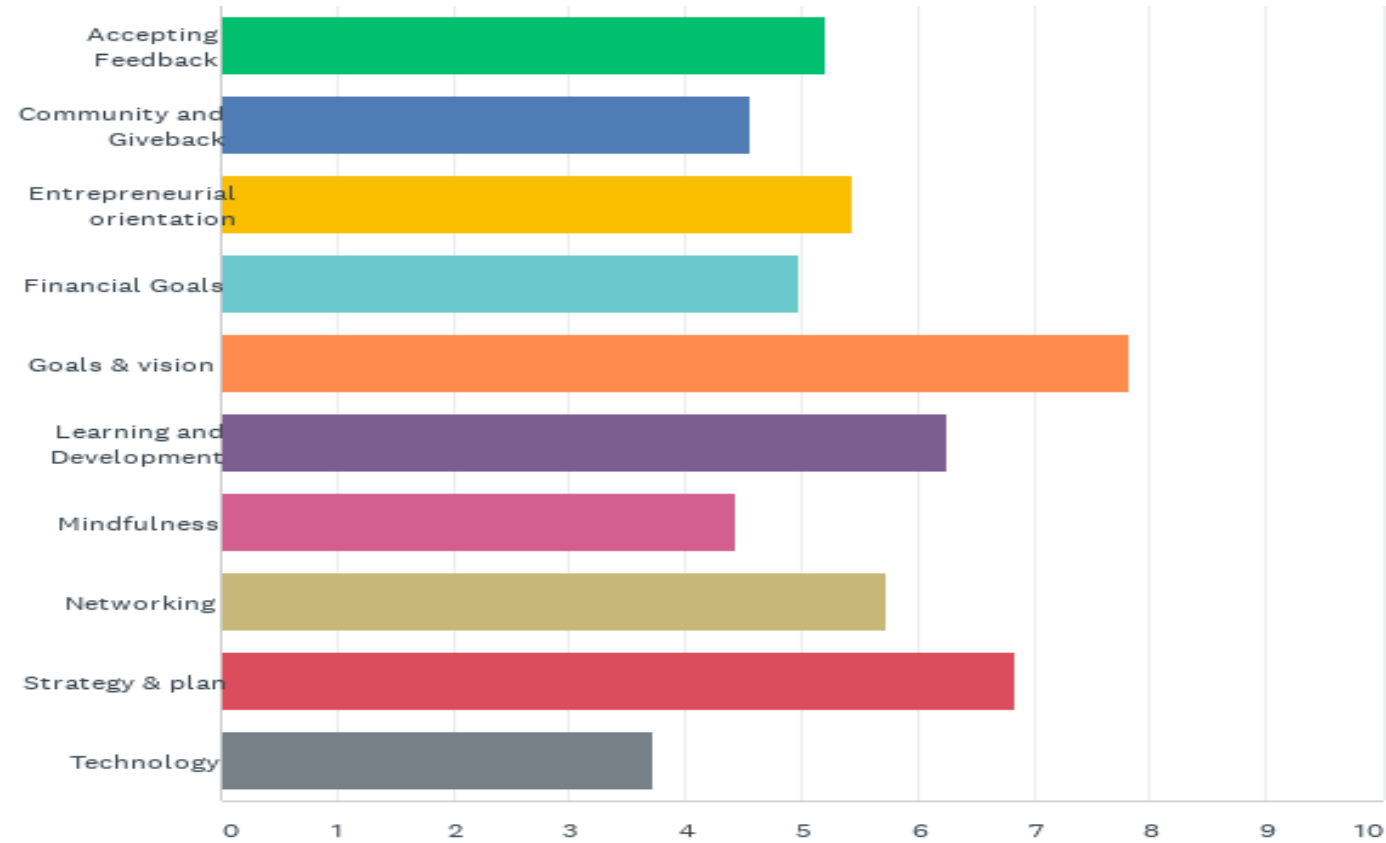
THE FOUNDATION OF LEADERSHIP MOST IMPORTANT SKILLS



What Drives Your Success



- Goals and Vision
- Strategy and Planning
- Learning and Development
- Accepting Feedback
- Mindfulness
- Networking & Entrepreneurial Orientation
- Financial Goals and Technology



Real Life Advice from Cinderella CEOs



- “A lot of my rise within my career is because I was very ambitious, I was always the one to take on more. Don’t wait for someone to suggest you do something. You have to be responsible for what happens.” – Christine Duffy, CEO of Carnival Cruise Lines
- “Become a thought leader and champion for change. Position yourself as a catalyst, someone who thrives on challenging the status quo while finding ways to gain a competitive advantage or differentiate yourself among your peers.” – Gig Dixon, SVP Wells Fargo
- “You must create an atmosphere where people know they are appreciated and supported. Set the course and give them the opportunity and responsibility to achieve greatness.” – Wendy Lopez, President, AECOM
- “I expect a lot from my team, but they also know I’ll be there with them during the hard times.” – Michelle Peluso, IBM CMO
- “Determine your goal, and then consider how men have successfully navigated their rise.” – Laila Rach, first woman Dean of NYU Preston Robert Tisch Center for Hospitality, Tourism and Sports Management
- “A visionary can see how the story ends before the book is written.” – Linda Clemons, CEO of Sisterpreneur
- “Reach down and bring someone up with you as you climb the ladder.”



Discovery Session with Cary Broussard

- The C2CEO Coaching, Curriculum and Connection platform
 - 2020 Research with Women Leaders
 - Complimentary Discovery coaching session
 - [Cinderellaceo.com/discovery/](https://cinderellaceo.com/discovery/)
 - Mention WIT Accelerate
 - Copy of my book, From Cinderella to CEO

Cinderella CEO
On Air
Podcast

iTunes
Spreaker



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