



**Women in Leadership Panel Series
Planning Meeting
June 17, 2014
6:00 pm**

Tentative Panel Topic, Date, and Place

**What Is Your Professional Presence?
How to Show Up for the Career You Want Instead of the Job You Have**
Thursday, September 25, 2014
6:30p – 9:00p
@ JFK University

AGENDA

1. Purpose

Women and racial minorities were found to struggle more with executive presence, likely because corporate culture has long been a bastion of white men. Some 56% of minority-race professionals feel they are held to a stricter code, compared to 31% of white professionals. Meanwhile, women said feedback on executive presence is often contradictory and confusing, which may be why a whopping 81% say they're unclear about how to act on it.

<http://www.forbes.com/sites/jennagoudreau/2012/10/29/do-you-have-executive-presence/>

2. Target Market

3. Potential Panelists (4-5 max) – bios should be 1 paragraph (4-5 sentences):

- 1) Image consultant
- 2) Career Counselor
- 3) Marketing Professional
- 4) Corporate Person
- 5) Hiring Manager
- 6) Recruiter
- 7) Entrepreneur

4. Proposed Questions

- 1) What is professional presence? How would you define it?
- 2) Why is it so important? What does it do for one's career?
- 3) How do you develop it? What's important to know?

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- 4) Is it possible to lose or misuse one's presence?
 - 5) What are some immediate actions someone can take to develop it?
 - 6) If we haven't covered it already, what do you think is the most important thing a professional woman should know about this topic?
5. Proposed agenda:
- 1) 6:30 – 7:00 networking
 - 2) 7:00 – 7:25 panel introductions
 - 3) 7:25 – 7:55 facilitated discussion with guided questions
 - 4) 7:55 – 8:15 large group discussion
 - 5) 8:15 – 8:30 final thoughts from panelists, announce next session – TBD
 - 6) 8:30 – 9:00 opportunity for more networking
6. Cost
7. Menu
8. Next session topic and date?
9. Next meeting date (propose bi-monthly check ins)