



***Female entrepreneurs start nearly 1,600 businesses daily.<sup>1</sup>  
Who are these women? Why should you care?***

- Women who leave companies and start businesses are your rising stars and the top talent.
- Women leave organizations that practice a *move-up-or-move-out* mentality.
- Women leave companies that *say* they value women's leadership but don't align their actions or their culture with that value.

***High-powered women are more than twice as likely as men  
to think about jumping ship.<sup>2</sup>***

It's time to attract, retain, and advance your top female talent. Over the years, many different approaches and tactics have been aimed at this "women's issue". It is important to point out this is NOT a "women's issue" but rather it is an organizational issue. If we continue to ask women to adapt to the male dominated culture, trying to get women to fit in, we will continue to feed the cycle of women ***burning out and opting out*** of companies. It is imperative that women step into their roles within the organization with a power and confidence that is natural to them, not modeled after male counterparts.

***Your company's ability to attract, retain, and promote women is  
critical to your company's success.***

Many corporations have started offering women's development programs to address concerns about the balance between men and women in leadership. We've found these gender-parity initiatives are often ineffective, one-time events instead of bottom-line critical-success-factor initiatives. Most employees find their company's efforts disjointed, underfunded and lacking in strong leadership and alignment with corporate values. Even in the best intended efforts the results are still missing.

While women are thankful for these initiatives which have supported them in developing and learning new skills, they are not satisfied. Most efforts focus on showing women how to survive in the workplace. At Tiara, we believe you want to do more than have your top women survive. We believe your desire is to take women's development to an entirely new level and have your women leaders thrive.

Studies have shown companies that promote diversity at the highest levels in the organization have stronger bottom-line profits and higher levels of innovation and accountability.<sup>3</sup> **The key is to incorporate and embrace leadership models that embrace women's power.**

McKinsey & Company and Tiara International LLC are two of today's thought leaders stressing the importance of **Centered Leadership**, which aligns with instinctual female leadership strengths. McKinsey's thorough research has illustrated the dimensions of Centered Leadership.<sup>4</sup> Tiara knows how to effectively implement Female Centered Leadership programming within a company, integrating it with the organization's priority values and realizing bottom-line results. (See attached diagram.<sup>4</sup>)



***The Tiara approach integrates Centered Leadership with your culture for bottom-line results.***

Tiara's approach is to provide Centered Leadership programming to systematically help women and their organizations successfully integrate all aspects of their careers and their lives each and every day. It's no longer about work-life balance. It's about life integration.

Tiara develops professional women to:

- leverage networks, connections, collaboration, and partnership while producing results
- increase effectiveness in all areas of life
- increase self-awareness, authenticity, and leadership presence in any circumstance
- claim personal responsibility for choices and time management trade-offs
- develop competencies and confidence to go after both career and life priorities
- generate inspiration, vitality and motivation

We support women in clarifying and practicing their unique life choices through tapping into typical and distinct sources of female power and ways of female communication. Our approach is based on the way women are wired to explore, learn, grow, and produce results. It is a method that leverages self inquiry and a trusting community of powerful women, all willing to engage authentically in the process.

Tiara women challenge themselves graciously to shift their mindsets and act courageously in alignment with their top priorities to the benefit of their companies and communities.

***Tiara Results***

Tiara's Centered Leadership programming enables women to integrate their roles in life, leveraging their collaborative approach for effectively producing desired results, and tapping into the power of their leadership through authenticity, attraction, inspiration, and connection.

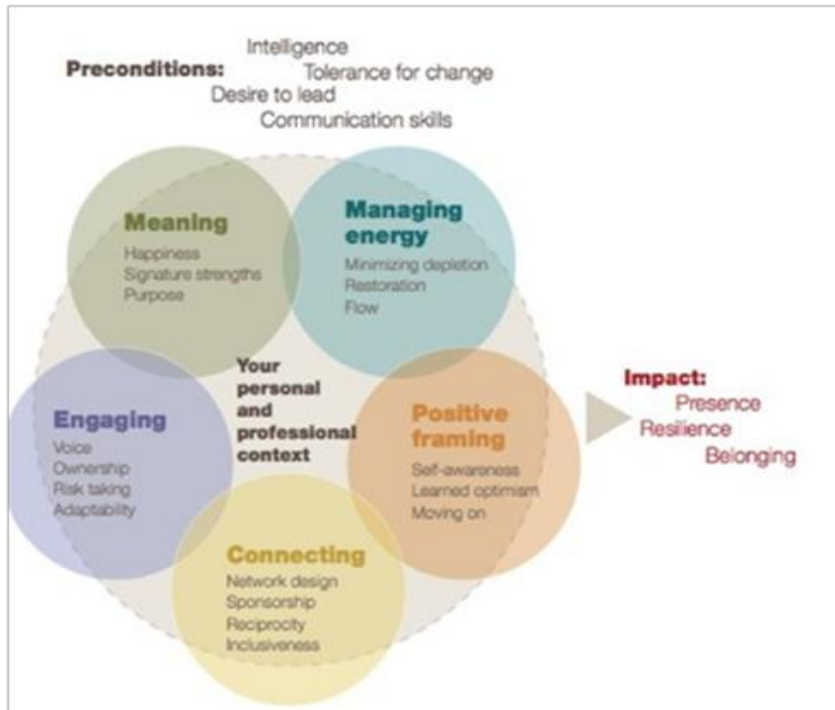
This programming supports companies in unleashing the potential of top female talent and realizing results in retention, motivation, satisfaction, and the bottom line.

In the Netherlands Tiara is launching their corporate programs in affiliation with LEAP!

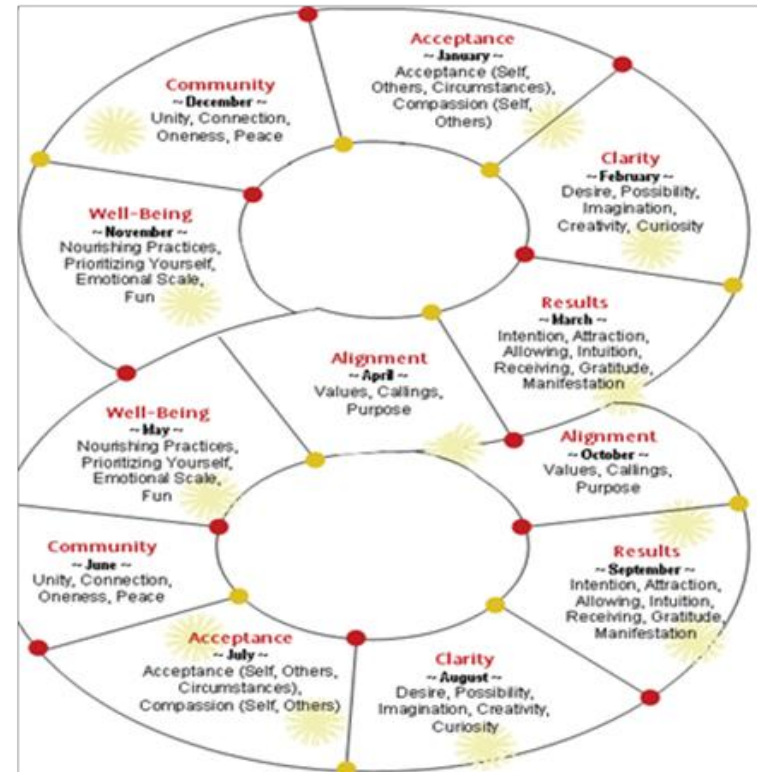
# TIARA

EXCEPTIONAL WOMEN'S COACHING

## McKinsey



## Tiara



### Source Information

1. [www.forbes.com](http://www.forbes.com). *Why women don't make it up the ladder*.
2. [www.businessweek.com](http://www.businessweek.com). *How women leaders find success and happiness*.
3. *McKinsey quarterly: A business case for women*. September 2008.
4. *McKinsey quarterly: The centered leadership model expressly for women*. January 2009.