

Dear Women of The Forum,

Do you enjoy public speaking, would like to make a difference to emerging women, but don't have a lot of time?

Then join the Women's Speaker Club!

This group is being formed by the Executive Suites Committee in an effort to provide inspiration to emerging women to break through barriers along their desired path. As you may have seen from the Committee's last *Women on Boards* report, the pipeline of women to serve as executives and board members drastically dwindles along the way. We hope to make a difference and provide that nudge to encourage women to keep moving along in their professional careers to be able to get there.

In addition, we want to brand The Forum as a resource of expert professional women, many of us who already currently speak publically in this type of format. Please note that the intent of having us as speakers is to represent The Forum, increasing The Forum's presence in the communities we touch while accomplishing our mission.

You will only be asked to speak as many times as you indicate you desire each year. That can be once a year or every month, whatever you feel you can reasonably do.

Please let The Forum Office know if you want to join by filling out the simple template below and emailing it back by replying to this message:

Name:

Best Phone Number:

Do you have public speaking experience?

Times per year willing to speak:

Industry:

Specialties:

Thanks,

Jane Firth and Autumn Bayles, Co-Chairs

The Women's Speaker Club

An initiative of the Executive Suites Committee of The Forum of Executive Women

Our mission: To provide a source of inspiration to emerging leaders so they are encouraged to break through barriers

Background:

Our work with the *Women on Boards* report has shown that progress is slow with growth in women executives and board members.

Part of the issue seems to be the pipeline progress itself; many women start at the bottom of the pipe but few women make it out the top. It is known that there are barriers and obstacles women must push through to be able to get there, and the personal experience of members indicates that little nudges along the way make a big difference. We are here to provide one of those nudges as a “you can do it” message. While this is a long term outcome play, we hope to make a difference.

The members of The Forum often speak in public as individuals anyway. By collectively formalizing our work, we can brand The Forum as a resource of expert executive women and make it easier for those who can benefit to have access to this resource.

Please note that the intent of having us as speakers is to represent The Forum, increasing The Forum's presence in the communities we touch while accomplishing our mission.

Initial Setup:

1. Verify if current volunteers want to be members of the club, i.e., speakers, as there was some confusion over the committee being the “development group” versus the speakers themselves, which is the intent.
2. We will ask for additional volunteers from The Forum to be members of the club. Members should be comfortable speaking in public, and will be asked the number of speeches per year they are willing to give, which will be carefully adhered to. Some other information to help with the matching process will be requested.
3. The members of the club will be set up in a spreadsheet listing their data for potential matching to interested parties.
4. We will develop a simple one page marketing brochure outlining the new resource for potentially interested parties. Topics are open to anything that would be considered professional, appropriate and the speaker agrees to, and are typically expected to fall into things like “share your story,” “the importance of networking,” “tips on how to succeed,” perhaps even sharing some of the data from the boards report. From experience, groups often have some sort of theme or topic in mind to match an event.

5. Using the brochure, we will then outreach to a limited set of potential groups that would be interested in our service. If we get a minimal response, we will widen the pool of outreach. Possible groups: women's networking groups of emerging women both in companies and outside, universities, girl's schools, local business chambers.
6. The Forum Office will be directed on how to take calls related to these types of requests, and Judy Grossman will serve as the "matchmaker" and coordinator.
7. Develop a "Speech in a Box" to encapsulate the research findings for speakers to use as appropriate.

Ongoing Operations:

1. As calls come in to the office from our outreach, Judy will receive the requests from the office. She will attempt to match up the request with individuals in the club who have capacity, or are requested, and can do the date requested (if there is one). Once the match is made, the speaker will then take it from there with detailed discussions of topic, further scheduling if open date, etc.
2. Judy will document the match on the Club spreadsheet so we can see how many more times that speaker is open to speak for the rest of the year. The Speaker is responsible for making sure Judy gets any updated info; for example, if the event is cancelled, rescheduled, topic changes.
3. As needed to generate interest, we will periodically outreach to potential groups. We may also want to widen our advertising of this resource to the website so it can be found more readily. We hope once people realize this exists and some successful events occur, we may no longer need to seek out groups as they will come to us.
4. At each Executive Suites meeting we will review the progress of the committee with simple metrics, like number of requests received, number of speeches given, anecdotes on topics, etc.
5. The Committee will hold infrequent (perhaps once a quarter) conference calls to share stories and insights to determine what tweaks should be made to Operations.