Overview

Studies indicate:

6 in 10 women, ages 18-64, find it hard to see themselves as leaders

56% of working women, ages 25-64, say they are more cautious about taking on leadership roles

76% of women surveyed suggest the socialization of leadership needs to start much earlier and wish they had learned more about leadership while growing up.

Objectives

Help ensure gender parity by providing adolescent girls with a foundation for future leadership. Forge connections that allow women business leaders to serve as role models for what it takes to be confident and successful leaders.

Methodology

• KPMG identified three important drivers that help young women become leaders—Confidence, Connections and Socialization of leadership at a younger age.

• With that in mind, KPMG planned and piloted a community service event in Cleveland, Ohio, that connected corporate women with girls in 5th-10th grade.

• To help drive attendance to the program, KPMG conducted outreach to area business women, school district superintendents, the Northeast Ohio Chapter of the Girl Scouts, and the local chapters of Girls on the Run and the First Tee.

• The complimentary, after-school event featured a panel discussion of local women leaders. The discussion facilitated an exchange of ideas, dreams and conversations about women’s empowerment.

• During the sessions, the girls viewed the film The Empowerment Project, created by Emmy Award winning filmmakers Sarah Moshman and Dana Michelle Cook. The film follows the lives of eight successful women in historically male-dominated industries.

• The film spurred a simple, yet powerful question for discussion: “How would your life be different if you weren’t afraid to fail and knew you would succeed, no matter what?”

Results/Feedback

• 200 girls and women attended the program

• Feedback was overwhelmingly positive

“Thank you for inviting us to such an inspiring event! The movie and the speakers were great! Both my daughter and I enjoyed it very much.”

“I want to thank you so much for inviting us to the Empowerment Project program. I am so glad that my girls had the opportunity to see all of these successful women doing what they love. It was inspirational.”

Conclusion

Due to the positive response from attendees both young and old, KPMG is actively taking this to other cities.

Women who inspire & the Empowerment Project

An event for women & girls

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Recommended reading

KPMG Women’s Leadership Study; September 2015; http://bit.ly/2xmEYVJ

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