



# Women who inspire & the Empowerment Project

An event for women & girls



## 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.

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### Recommended reading

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

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