



## Female Leadership Talks By Catherine Kaputa

Why do many smart women get stuck or derailed in their careers? A key reason is that many women are not good at branding themselves as men are studies show, or they don't build critical business relationships — a network of colleagues, mentors, and sponsors who advocate for their success.

Here are Catherine Kaputa's trademark talks to women:

### **The Female Brand: Using the Female Mindset for Business Success**

This talk will introduce new findings in gender research and female aptitudes, and how it can be different for women in the business world. Based on the research and ideas in Catherine's book, *The Female Brand*, attendees will learn the top female aptitudes for personal branding, such as emotional intelligence, verbal agility, people power, and a collaborative leadership style. Every person will leave with fresh insights and practical ideas they can apply to build a successful career identity that gives them impact and recognition.

### ***You Are a Brand! The Power of a Personal Brand***

When it comes to personal branding, women have some catching up to do. In general, studies show women are not as good as men when it comes to branding and marketing themselves in business. This can be a problem for women and brand them as lacking confidence, initiative, or even competence in the business world. This program will show you how to brand yourself successfully and authentically. The program covers the multi-step branding process, developing your own brand strategy, and a marketing plan to bring value to your career and your company.

### **Female Brand Series**

This series will show you how to:

Part 1: Brand Yourself for Success

Part 2: Leverage Female Aptitudes

Part 3: Create a Leadership Brand to Lead and Influence Others

### **Creating More Female Leaders**

In order to see change in female representation at higher levels in companies, we need to train not just women but also male leaders on the complexities of gender and the value of inclusive leadership. This talk will present insights into why it can be different for women in business and how we can create more female leaders — for high potential women and senior men.

### **Grow: Women Entrepreneurs Who Transform a Small Idea Into a Big Brand**

While women are opening businesses in record numbers, they lag far behind on lists of the fastest growing and largest small businesses. Many female entrepreneurs get stuck in the shallow end of small business. They don't have the brand visibility, customer relationships, capital, systems or marketing tactics in place to grow big. This talk will focus on women who built big businesses and how they did it.