

# **SECTION 1: WHO?**

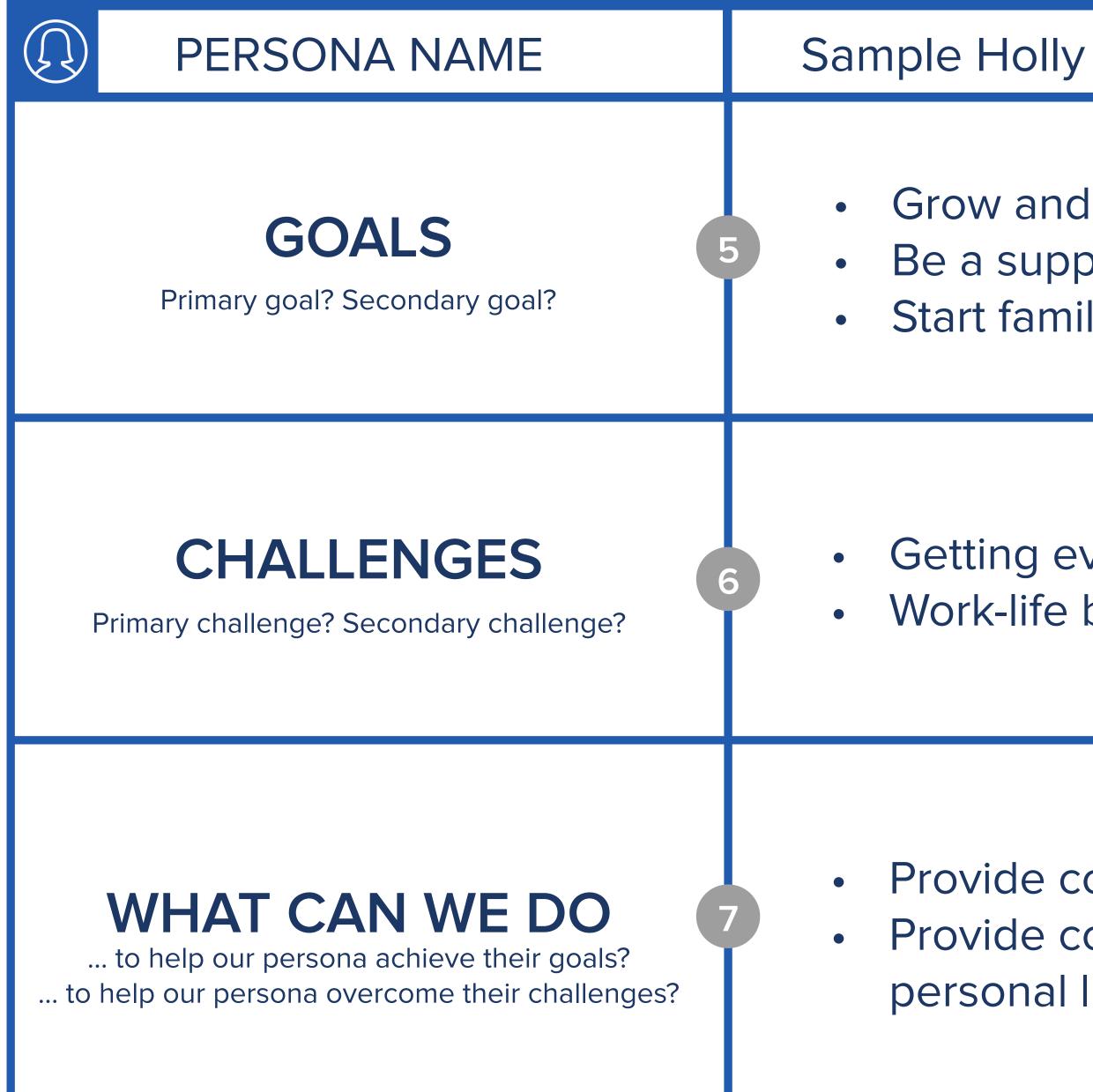
Director of Marketing/Business Development 5 years out of college Married with no children

• Skews female Age 25-35 Other questions: Household income? Geographic Region?

- Loud and energetic demeanor
- Addicted to iPhone
- Text message and email communication







# **SECTION 2: WHAT?**

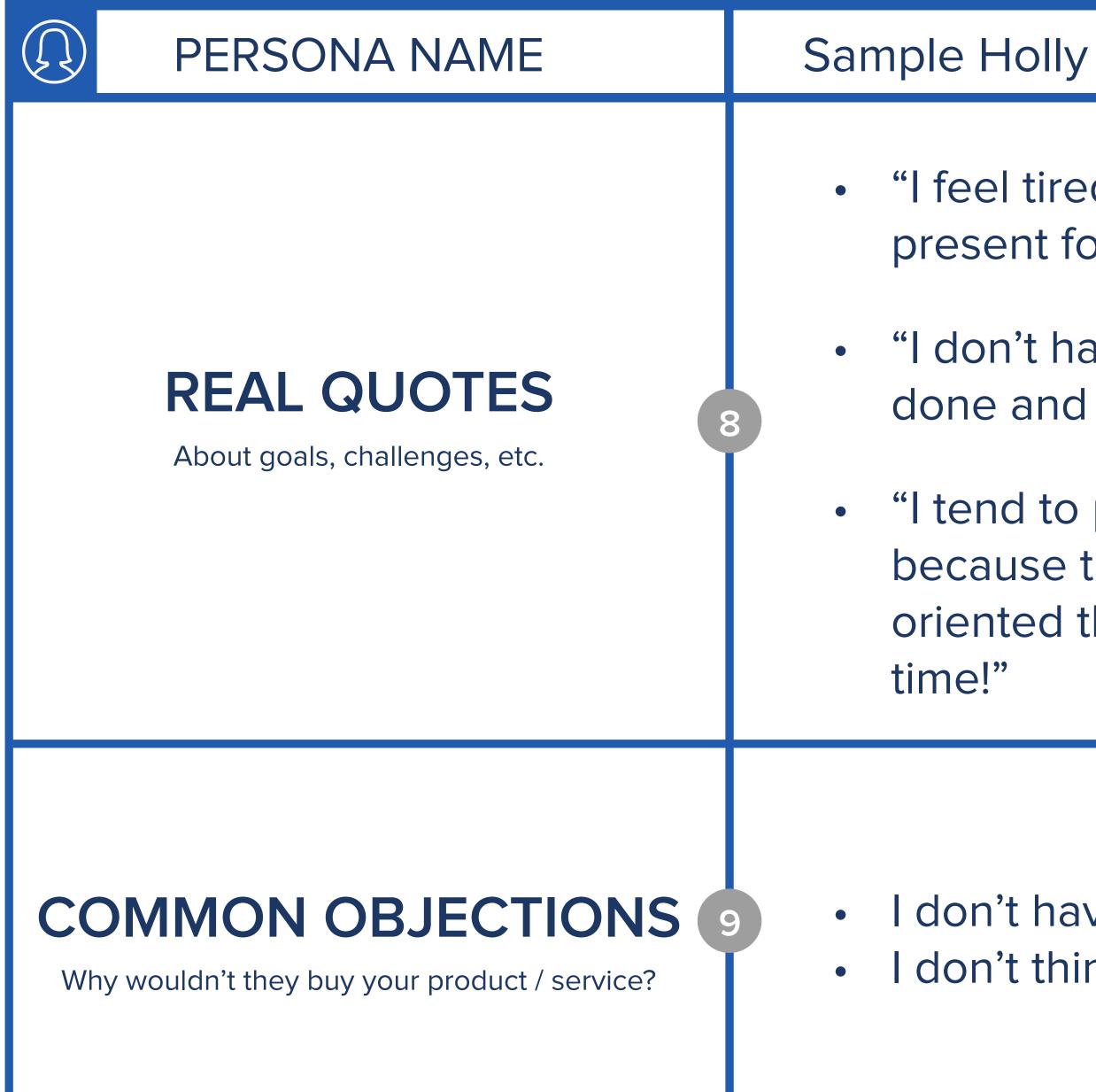
Grow and move up in career Be a supportive wife Start family in the next 5-7 years

Getting everything done in the amount of time I have Work-life balance

Provide content about young leadership Provide coaching on tips for balancing work and personal life







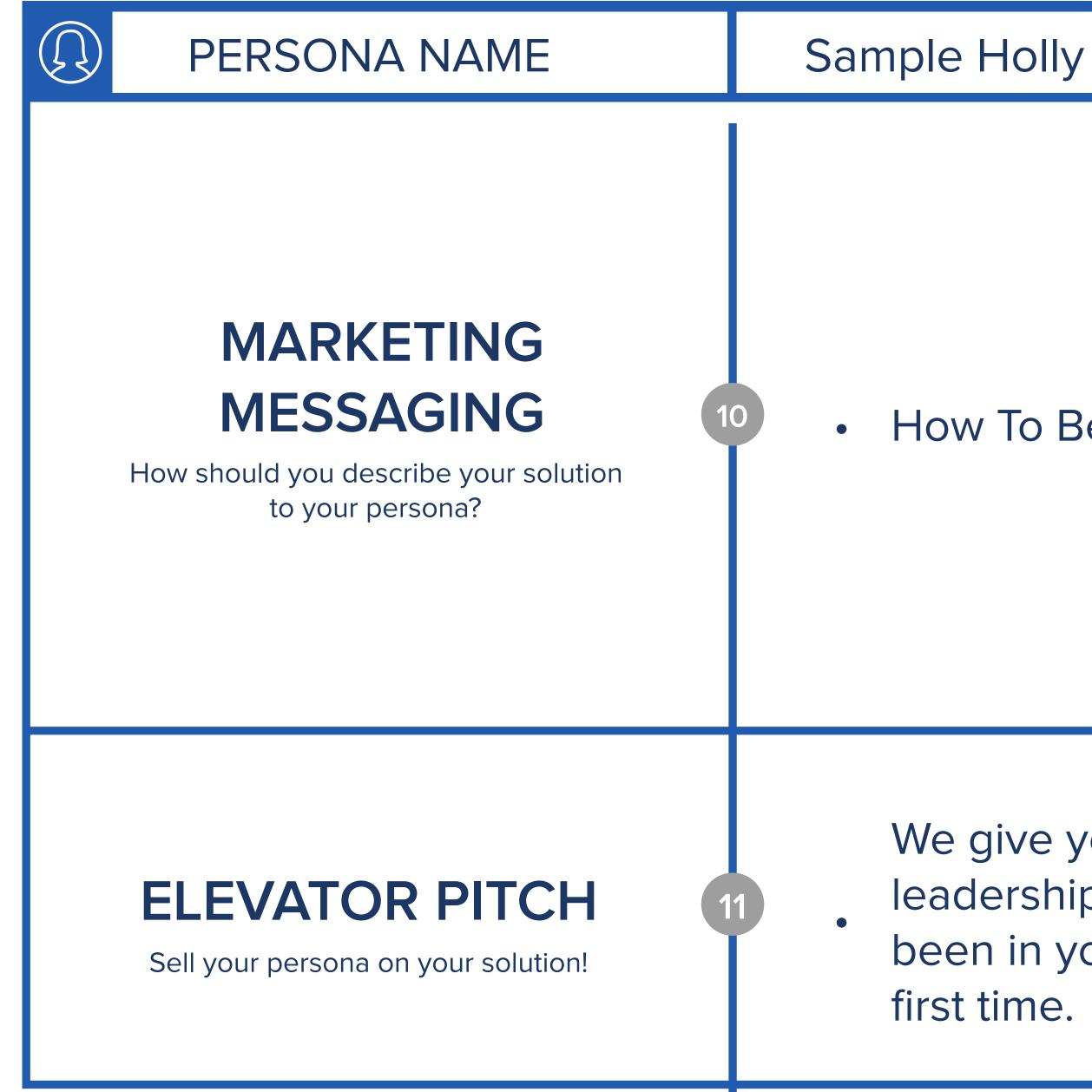
### **SECTION 3: WHY?**

- "I feel tired all the time and feel like I'm not fully present for my team or my husband."
  - "I don't have time to get all my marketing projects done and feel like there's always more I can do."
  - "I tend to procrastinate on the most important things" because they are hard and focus on the easy, taskoriented things...but then I just feel stressed all the

don't have time to watch or read another thing. don't think anyone actually understands how I feel.







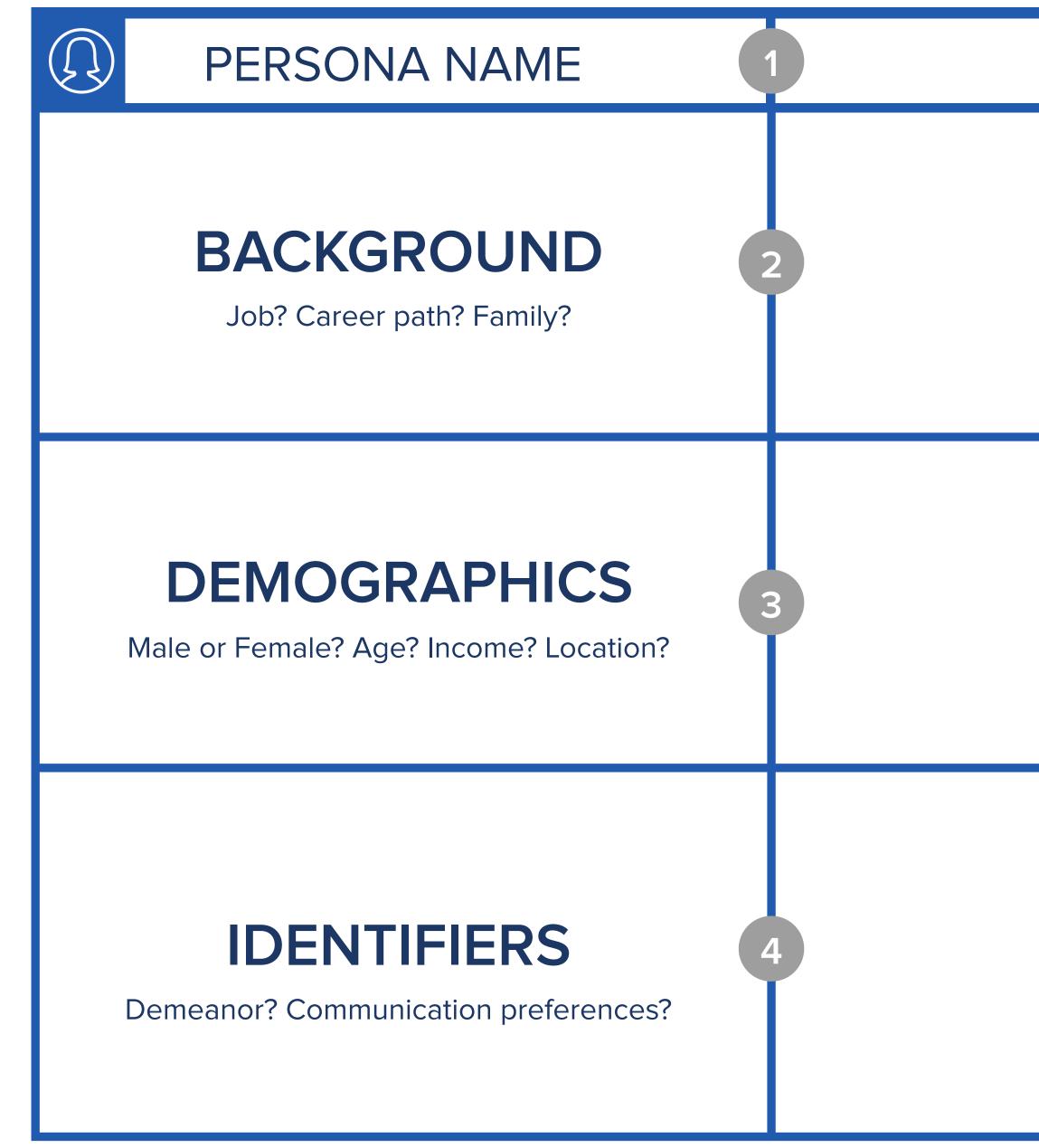
# **SECTION 4: HOW?**

### How To Be The Young Leader You Want To Be

We give you step by step coaching through our leadership curriculum created by leaders who have been in your shoes, growing an organization for the first time.







# **SECTION 1: WHO?**







# **SECTION 2: WHAT?**







# **SECTION 3: WHY?**







# **SECTION 4: HOW?**

