

#GirlsClub

YOU KNOW WHERE YOU WANT TO GO.

WE'RE GOING TO GET YOU THERE.



FACTOR8
Your Inside Sales Advisor



[PROGRAM OVERVIEW]

OUR MISSION VISION AND VALUES

- MISSION** #GirlsClub is committed to changing the face of sales leadership Worldwide by empowering more women to earn roles in management by providing job training, role models, a spotlight and community.
- VISION** Someday soon every working woman will boast a #GirlsClub logo on their profile. Tens of thousands of members will sponsor new members spanning all sectors of business, education, and government. What started as “bad-ass women of sales” will galvanize women Worldwide to stand up, to reach for more, and to support each other in the process. Together we will take more risks, open more opportunities, and re-write stereotypes in business, in Hollywood, in developing Nations and in our schools. Together we can activate our collective voice, our vote, and our buying power. The storm is brewing. Women of the world are the lightning. #GirlsClub is the thunder.
- VALUES** We value inclusion, education, hard work and spirit. We believe in the power of role models and integrity as passionately as we do authenticity and imperfection. We are initiative-takers, people-developers and esteem-builders. We hold true that opportunity is plentiful and a community of support and encouragement will shine a light into corners where scarcity may still exist. We celebrate trail blazers, risk takers, working moms, and every single women in the World who listened to her little voice that said, “**More.**”

OUR STORY

#GirlsClub was founded by Lauren Bailey, Founder and President of sales training company Factor 8. Lauren has spent 2 decades in digital sales leadership and has seen first hand how men out-number women across nearly every industry. Inspired by conversations with her peers at the American Association of Inside Sales Professionals and Women Sales Pros, she made a small gesture toward change:

Factor8 would donate 1 free seat to their award-winning online sales management training program for an aspiring woman sales manager at companies attending the AA-ISP Conference.

#GirlsClub quickly went viral. With a single announcement and LinkedIn post, hundreds of men and women from beyond the conference (and beyond the US!) started identifying female talent and encouraging them to participate.

And then it grew some more. What if we didn't just provide skills? What if we built a community? We added:

- Hands-on skill practice & demonstration
- Feedback from peers and facilitators
- Live webinars
- 1:1 mentors
- Private access to inspiring thought leaders
- A face-to-face finale event

#GirlsClub Goes Viral:

In the first 2 weeks after offering the program, the #GirlsClub movement has received more than 30,000 Social Media views, 6000 video views, 1000 web form hits and nearly 200 sign ups.

We think we might be on to something. We hope you'll join us in changing the face of sales Worldwide.



[THOUGHT LEADER OVERVIEW]

THE THOUGHT LEADER'S ROLE & EXPECTATIONS

Thought Leaders are an integral part of the program. Your role is to inspire, to stretch boundaries, to get us thinking, believing, and striving. In other words, keep being you.

Thought leaders will work primarily remotely and with #GirlsClub mentors. We'd like to involve you in one of the following ways:

- 01** Provide relevant content – have you written an article, or eBook or recorded a webinar or podcast that women aspiring to leadership roles will find inspiring intriguing or even controversial? We'd like to share it with our group and invite discussion. All formats and lengths welcome. (12-18 slots open)
- 02** Recorded Interviews – Think of this as part keynote and part Oprah interview (with wine). We'll select thought leaders to participate in a live video interview event where we pull out your message and then get to know you more personally. Relax in your favorite chair after hours with a snack or beverage and #GC Founder Lauren Bailey will interview you on video. Our audience of mentors will attend live and we'll invite their Q&A at the end of the session. The interview will be recorded and shared with the hundreds of women in this program and the many hundreds in future programs. (5-6 slots open)
- 03** Live keynote – Our Rise Up Summit – the finale event after 6-9 months of training and mentoring will bring all the women face to face for 1.5 - 2.5 days. Speakers will have 30-45 min in front of the entire group of about 150-300 women. Chosen speakers will have topics that inspire, challenge, and activate women at every level to take risks, include others, advocate for her career, and strive for more. (2-4 slots open)
- 04** Thought-Leader Challenge. We want your help identifying and shining a light on stereotypes needing re-definition, tables that need more women-filled seats, and assumptions that need re-thinking. We'll collect ideas from our entire community and ask brave thought leaders, mentors (and your friends) to help take action, take to social media, record videos, and push a few envelopes. (3-5 slots open for our bravest takers!)

WHAT IS THE RIGHT CONTENT AND MESSAGE?

Program participants are aspiring front-line sales managers. Some may already have the title and be on the job for under a year, but most are working sales reps with high potential. Mentors have around 10 years of experience in sales management. Nearly all have lacked strong female role models in the work place. We will provide job training, new ideas, role models, a spotlight & a community.

Inspiring messaging could be any of the following areas (and more! Use this as a jumping-off point):

- Women in the field of sales
- Women as managers and leaders
- Being inclusive and supporting
- Industries and roles with and without women
- Risk taking
- Negotiating
- Asking for what you want
- Integrity
- Confidence
- Sales
- Sales Leadership

ACTION:

Sign up at info.factor8.com/girlsclub as a thought leader. Please indicate what role you desire in the notes. We will be in touch soon!