



WOMEN'S LEADERSHIP  
CONFERENCE



# CONFERENCE PROGRAM

2021 WOMEN'S LEADERSHIP CONFERENCE

May, 3 2021 | Virtual

# About the Women's Leadership Conference

The second annual BRG Women's Leadership Conference (WLC) will be held virtually on May 3, 2021. The conference will offer a unique forum and online setting for female leaders across industries to discuss top-of-mind issues facing women in business today to prepare for a successful future tomorrow.

The WLC is geared to deliver:

- Out-of-box approaches for challenges and opportunities
- Fresh perspectives on your most important priorities
- Real solutions to tackle obstacles facing women in leadership and those aspiring to be leaders
- Opportunities to develop relationships that can help in your career and your business

With top female leaders from organizations across industries scheduled to attend, attendees will have access to a tremendous resource of ideas and experience. Ample time is built into the schedule for attendees to connect with their peers.

[CLICK HERE](#) to view our 2019 highlight video to gain insight into what to expect from our program.

## Exceptional Content

The WLC provides a robust program, designed to emphasize diversity and inclusion in the context of expanding women's contributions to meeting proactive leadership objectives. Featuring the icon Gloria Steinem, the return of Sheila Heen (Triad, *Difficult Conversations*), and more, the WLC will offer high-level education, unmatched networking opportunities, and unforgettable experiences.

## Continuing Education Credit

BRG will provide 1.0 MCLE for "Double Minority Leadership" and 5.0 CPE credits for this event.

## About BRG

Berkeley Research Group, LLC (BRG) is a global consulting firm that helps leading organizations advance in three key areas: disputes and investigations, corporate finance, and strategy and operations. Headquartered in California with offices around the world, we are an integrated group of experts, industry leaders, academics, data scientists, and professionals working beyond borders and disciplines. We harness our collective expertise to deliver the inspired insights and practical strategies our clients need to stay ahead of what's next.

We have in-depth experience across a wide range of industries and markets, from construction and energy to technology and healthcare. No matter what sector your business is in, we have experienced professionals who understand the challenges you face—making us better equipped to help solve them.

The idea of *Intelligence that works*—delivering great ideas, ensuring that our recommendations are practically executable, and helping clients advance—drives all that we do, from the way we work with our clients to the way we operate internally.

**CONTACT** Katie Argyros at [katie.argyros@thinkbrg.com](mailto:katie.argyros@thinkbrg.com)

# 2021 Schedule at a Glance

[AGENDA SUBJECT TO CHANGE]

## MONDAY, MAY 3

*All listed times are in ET unless otherwise noted.*

<b>8:00 – 8:30 AM</b>	Welcome and Yoga
<b>8:30 – 9:00 AM</b>	Networking
<b>9:00 – 10:00 AM</b>	Opening General Session: CEO Panel Discussion: “What We’ve Learned, What We Know, and What We Plan for the Future”
<b>10:00 – 11:00 AM</b>	“The Future of Work: Embracing the Power of Technology” with Kelly Palmer
<b>11:00 – 11:15 AM</b>	Break
<b>11:15 – 12:15 PM</b>	Featured Keynote: “The Longest Revolution” with Gloria Steinem
<b>12:15 – 12:45 PM</b>	Lunch and Networking
<b>12:45 – 1:30 PM</b>	“The Truth about Diversity and the Workplace” with Marissa Orr
<b>1:30 – 2:00 PM</b>	Networking
<b>2:00 – 3:00 PM</b>	“Double Minority Leadership” with Stephanie Chung
<b>3:00 – 3:15 PM</b>	Break
<b>3:15 – 4:30 PM</b>	Workshop: Increase Your Influence with Sheila Heen
<b>4:30 – 4:45 PM</b>	Break
<b>4:45 – 6:00 PM</b>	Closing remarks and networking/entertainment

# Full Program

## MONDAY, MAY 3

8:00–8:30 a.m. Welcome and Yoga

8:30–9:00 a.m. Networking



**9:00 – 10:00 a.m. Opening General Session: CEO Panel: “What We’ve Learned, What We Know, and What We Plan for the Future”**

A great leader possesses the abilities to accept failure, embrace lessons, and move forward. Kicking

off our second Women’s Leadership Conference (WLC), BRG has gathered three CEOs to discuss candidly their rise to leadership, the lessons they have learned along the way, and the shared philosophy that you never know everything—and that is a good thing!

**Moderator:** Sheila Heen, CEO, Triad Consulting; Author



**Panelist:** Dawn Hudson, Former CEO, PepsiCo, and former CMO, NFL



**Panelist:** Melissa Merrick, CEO, Prevent Child Abuse America



**10:00–11:00 a.m. “The Future of Work: Embracing the Power of Technology” with Kelly Palmer**

The workplace is undergoing a largescale transition with digitization, automation, and acceleration, particularly in the wake of the

COVID-19 crisis. Critical skills and expertise are imperative for companies and their employees to succeed in the future, and the most forward-thinking companies are proactive in adapting to the shift in the workforce.

Kelly Palmer, a Silicon Valley thought leader formerly with LinkedIn, Yahoo!, and Sun Microsystems, will reveal the trends that are causing disruption in the workplace and how they are changing and shaping the way we think about upskilling and reskilling the workforce. Digital transformation is a major component of most company strategies, and focusing on employee learning and skills can be a major competitive advantage. Palmer will describe how she and other business leaders have created forward-thinking learning and career transformation strategies that help drive a company’s success.

**11:00–11:15 a.m. Break**

*“You may encounter many defeats, but you must not be defeated. In fact, it may be necessary to encounter the defeats, so you can know who you are, what you can rise from, how you can still come out of it.”*

– Maya Angelou

# Featured Keynote



**11:15 a.m.–12:15 p.m.**  
**Featured Keynote: “The Longest Revolution” with Gloria Steinem**

Drawing on her extensive experience, Gloria Steinem will reflect on her involvement

in the social movements of the past five decades to discuss the politics of gender, the economic power of the female and minority consumer market, and workplace issues.

Ms. Steinem remains an iconic and inspiring voice, and one of the most visible symbols of the women’s movement. She continues to be an ever-present and much-sought speaker on all fronts of social activism. She now produces and hosts WOMAN, a TV series that explores human rights and violence against women around the world, with a focus on first-person accounts and support systems. It airs on Vice TV, where Steinem offers its millennial audience, newly awoken to her legacy, ways to get involved.

“What I hope is, seeing it will be the closest thing to being on the ground yourself,” Steinem said. “It is being a witness. And people in hard times need a witness, and somebody who can help.”

**12:15–12:45 p.m. Lunch and Networking**



**12:45–1:30 p.m. “The Truth About Diversity and The Workplace” with Marissa Orr**

Based on in-depth research and personal experiences, Marissa Orr shares her journey as a single mother of three trying to find success

in her fifteen-year career at the world’s top tech giants. She gives an insider’s look at the systemic dysfunction inside today’s most progressive organizations, providing a revolutionary perspective on why there are so few female leaders in corporate America. She doesn’t simply present a counterargument to modern feminist rhetoric, but offers a revolutionary path forward to change the trajectory of the lives of women and men in the corporate world and beyond.

Ms. Orr is a former Google and Facebook executive, bestselling author, and leadership speaker. Her best-selling book, *Lean Out: The Truth About Women, Power, and the Workplace*, was released by HarperCollins Leadership in June 2019. Featured in Forbes, Fox, Yahoo! Finance, and CNBC, *Lean Out* is not simply a retort to Sheryl Sandberg’s *Lean In*, but a revolutionary path forward with the power to change the lives of men and women in the corporate world and beyond.

**1:30–2:00 p.m. Networking**

*“Once we give up searching for approval, we often find it easier to earn respect.”*

*– Gloria Steinem*



### 2:00–3:00 p.m. “Double Minority Leadership” with Stephanie Chung

With one foot in the discussion on race and the other fighting for gender equality, how do minority women cope with the tension of living and working at the intersection of these two

identities? Women hold less than 20 percent of leadership positions in the American workforce, and even less is held by women of color. This topic will discuss issues of identity with regard to gender and race, and will address the discourse of equality in the workplace. How can leadership emerge from such a unique women-of-color perspective? What kinds of challenges do women of color face in the workplace and in their professional development? How does an organization benefit from the inclusion of such leaders in decision-making roles and positions of power?

Stephanie Chung has over 30 years of experience catalyzing transformative growth in commercial and private aviation at every level – her career started as a baggage handler at Logan Airport. From there, she worked her way up through various roles at USAir, Delta, Bombardier, Flexjet and JetSuite and eventually served as the first African-American and only second female president of a major private aviation company. In her current role as Chief Growth Officer at Wheels Up, she leads efforts on diversity, equity and inclusion prioritizing cultural sensitivity and fluency across a diverse target audience with the goal of expanding customer acquisition and maximizing corporate growth.

*1.0 MCLE will be provided for this session.*

*Moderated by Peggy Daley, Managing Director, BRG*

### 3:00–3:15 p.m. Break



### 3:15–4:30 p.m. Workshop: Increase Your Influence with Sheila Heen

Getting things done relies on your ability as a leader to influence others: your team, your clients, your Board, even your family. We will look at what we’ve learned over

the last twenty years at the Harvard Negotiation Project about what gets in the way and what helps to maintain strong working relationships as you work your way through challenging issues, which often entail high stakes and strong emotions.

Ms. Heen is the CEO of Triad Consulting. She is a twenty-year member of the world-renowned Harvard Negotiation Project, a Harvard faculty member, and coauthor of two New York Times best-sellers: *Difficult Conversations: How to Discuss What Matters Most* and *Thanks for the Feedback: The Science and Art of Receiving Feedback Well*.

### 4:30–4:45 p.m. Break

### 4:45–6:00 p.m. Closing Remarks and Networking/Entertainment



# Registration Information

## All-Inclusive Attendance

Your attendee fee covers education sessions and conference materials

## Virtual Conference Fee

\$150 per attendee

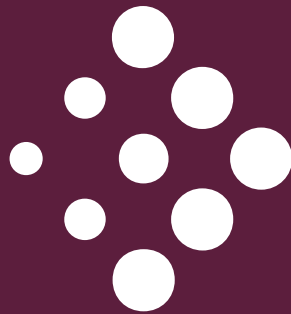
**CONTACT** Katie Argyros at [katie.argyros@thinkbrg.com](mailto:katie.argyros@thinkbrg.com)

## Cancellation Policy

All cancellation requests must be submitted in writing. For requests received by April 28, 2021: You may appoint a substitute senior-level executive or receive a refund of 50 percent. No refunds will be made after April 28, 2021, five (5) days prior to event date, or for no shows.

*"Courage starts with showing up and letting ourselves be seen."*

*-Brené Brown*



## INTELLIGENCE THAT WORKS

**ABOUT BRG** Berkeley Research Group, LLC (BRG) is a global consulting firm that helps leading organizations advance in three key areas: disputes and investigations, corporate finance, and performance improvement and advisory.

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