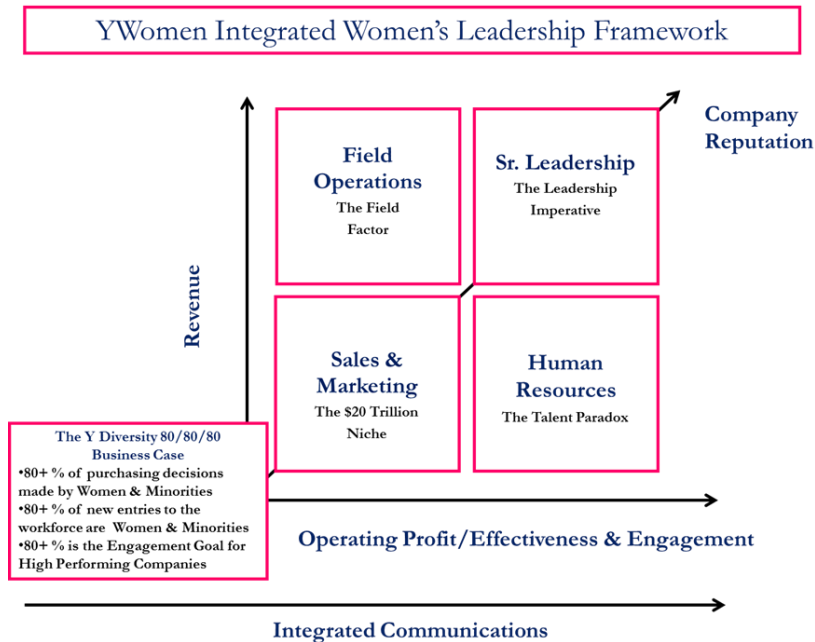


# Why Women, The Leadership Imperative to Advancing Women and Engaging Men

*We must therefore strive to achieve nothing less than total enterprise realignment around this awesome, burgeoning, astoundingly untapped market!*

- Tom Peters, *Re-imagine! Business Excellence in a Disruptive Age*



In this ground-breaking presentation based on Jeffery's upcoming book, *Why Women, The Leadership Imperative to Advancing Women and Engaging Men*, participants will leave with an understanding of how to:

- Build your Company's Business Case for Women in the Marketplace and in the Workplace
- Drive More Revenue by Understanding Women as Consumers and Customers
- Develop a Leadership Mindset Across the Business by Building Sales Force Readiness and Engaging Male Leaders at All Levels
- Drive Operating Effectiveness and Profit through Talent & Workplace Strategies designed to Recruit, Retain, and Advance Women
- Create a Women's Leadership Plan with Integrated Objectives, Goals, Strategies, and Metrics
- Engage Male Champions as Sponsors for Women's Leadership Strategies

Join Jeffery Tobias Halter for an innovative and thought provoking keynote on maximizing return on investment results through the creation of an Integrated Women's Leadership Strategy. A featured keynote speaker, Jeffery has worked for more than 30 years in Sales, Management, Marketing, Leadership Development, and Diversity Education and Strategy with Alberto Culver, Procter & Gamble, and The Coca-Cola Company.