

JOAN KUHL

COURAGE TO STAY

AUTHOR, SPEAKER, MILLENNIAL/GEN Z THOUGHT LEADER, AND UNABASHED CHAMPION OF GIRLS LEADERSHIP AND ADVANCING WOMEN IN THE WORKPLACE.

AS SEEN IN

The New York Times



Harvard
Business
Review



SELF SUCCESS

WOMEN@FORBES



HER CAMPUS™



2019 PRESS & MEDIA KIT
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ABOUT JOAN

Joan Kuhl is an author, speaker, and unabashed champion of girls leadership and advancing women in the workplace. Through her international speaking engagements, research and consulting, she's led culture and talent initiatives inside some of the world's largest corporations and institutions. Over the years Joan has launched and worked with over a dozen corporate women's networks and intergenerational employee resource groups, as well stepping into a role as a #SheBelieves Champion for the U.S. Soccer Organization, becoming a Contributor to ForbesWomen and serving on the boards for the Frances Hesselbein Leadership Institute, and Girls Inc. of New York City. Her expertise has been featured in the NY Times, Harvard Business Review, CNBC and Success Magazine. Joan is the author of 3 books: Dig Your Heels In (April 2019), Misunderstood Millennial Talent: The Other 91% and Peter Drucker's Five Most Important Questions: Enduring Wisdom for Today's Leaders. Joan earned her B.S.B.A. at the University of Pittsburgh and earned an MBA from Rutgers University where she studied global business strategies in Beijing and Shanghai, China.



Joan Kuhl's talks are inspiring, action oriented, dynamic and interactive based on her own experiences working inside global corporations, as an international speaker and consultant to Fortune 100 companies and top 20 Business Schools as well as a Board Member for organizations that serve youth for two decades.



Her goal as a Keynote Speaker and Workshop Facilitator is to empower and arm women with the tools to accelerate their ambitions, the clarity and purpose to pursue advanced leadership and compelling data to support their decisions to stay and transform their current employer.



Joan's talks resonate with leaders from diverse industries as her research proves that people have the capacity to change and evolve from within and she provides the action steps to build the company culture and leadership values that we all deserve.

CLIENTS

COSMOPOLITAN

Discovery
COMMUNICATIONS

BARNES & NOBLE
COLLEGE

Lilly

ADP

MOODY'S

FINRA
Financial Industry Regulatory Authority

Johnson & Johnson

bankmobile
A Division of Customers Bank

novo nordisk



Goldman Sachs

“

As a mom of two daughters, my girls are my “why.”

”



FOR MANY YOUNG PEOPLE TODAY...

from diverse backgrounds and circumstances, the concept of “seeing is believing” has a clear impact. Young women are judging and watching leaders, brands and companies closer than ever before. Now is the time to make sure that the messages they hear are more representative of who they truly are and who they desire to be.

My talks and workshops empower women at all points of their journey, so they can be leaders within their schools, passion projects, communities, companies, professions, and fields of expertise. My research focuses on all points of her journey from early childhood through college and business school and at every level in the workplace. There is a clear thread, and everyone should be more conscious of the impact of girlhood on a woman’s success.

#COURAGETOSTAY #DIGYOURHEELSIN

TOPICS

Dig Your Heels In

(Signature Keynote)

Based on Joan's book, this talk helps employees and leaders make the case for change at their company and lead efforts to achieve gender equality as a business imperative and a personal career journey.

Learn how to make it happen to set the stage for success, map out the bold moves and overcome strategies that limit your mindset; Making work worth it by cultivating key relationships every woman needs, soliciting feedback to power your awareness and learning work + life hacks to help you craft the career you desire without compromising your values and personal priorities.

Courage To Stay

(Designed for women only audiences)

This keynote leverages the science behind epiphanies providing tools to reflect on your career trajectory, diagnose your company culture and cultivate the ideal vision for your future. Through data and case studies this workshop will help you leverage wake up calls as a compass for your career; and to identify the biggest challenges for advancing women in the workplace. This is a critical conversation not a magic bullet, but you will walk away with the courage, confidence and conviction to make the decision, "Should I Stay, or Should I Go?"

Relationships Are Everything

(Keynote, 2 hour or half day workshop)

Explore the key relationships that every woman must cultivate (with women and men) so you can build your network before you need it. Learn how to network for deeper connections and happiness; Increase your awareness about oppositional relationships, and how to prioritize feedback to accelerate your career and confidence

Overcoming Obstacles

(Keynote, 2-Hour Workshop or Half Day)

Learn about the common self-limiting behaviors that hold women back and strategies to overcome Imposter Syndrome, Stifled Authenticity, the myth of meritocracy and good girl thinking.

The Urgency of Female Leadership

(Tailored to C-Suite Executives and Board of Director Level Groups)

This interactive strategy session reviews Case Studies from working with executives in healthcare, finance and sports around recruiting and advancing women with research to illuminate the impact on the next generation workforce and consumer segments (Millennials and Gen Z)

8 Big Bold Moves

(2-hour or Half Day Workshop; Ideal for Women's Networks/ ERG/Affinity Groups)

This is a workshop to help participants learn how to create change across an organization and a playbook for leaders and individuals who want to transform their companies to be equitable, inclusive and innovative.

Become a Catalyst from Within

(Keynote + Workshop OR Keynote + Panel)

This workshop/keynote is designed specifically for Women's Networks (Employee Resource Groups, Affinity Groups and Associations) who want to accelerate their impact across the organization to develop future leaders and advocates for gender equality, increase employee engagement, expand marketplace reach and enable enduring principles and programs that solidify the value and business impact derived by women's networks.

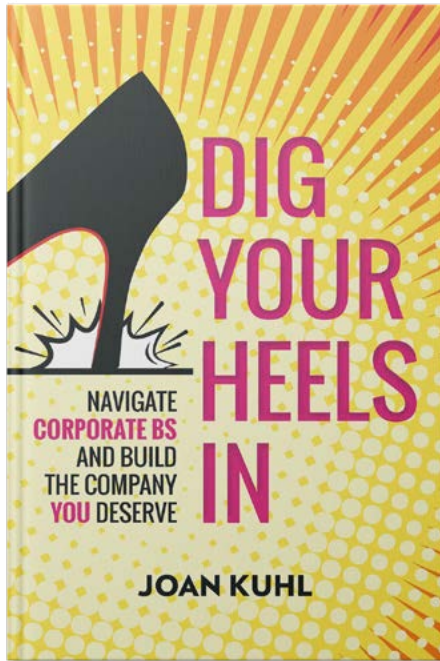
Inspiring Upstand(HER)s

This workshop is centered around the concept that being an upstander is about standing up and speaking out on behalf of girls and women. Teaching girls and women how to be an upstander includes strategies for conflict management, intervening against gender biased behaviors and necessitates the development of empathy skills and emotional intelligence. Joan's approach to Upstand(HER) behavior aims to first help girls recognize when someone is hurt by acknowledging the situation, demonstrating empathy, and using emotional intelligence to proactively speak up and out. This talk is geared towards both younger audiences (middle school, high school and college aged women) AND those who work directly with girls and young women as teachers, counselors, mentors and managers.

Millennials and Gen Z: Career Planning and Feedback for Growth and Engagement

(Keynote or 4 hour workshop)

In today's multi-generational workplace there is often a lot of mixed messages and challenges amongst managers and early career professionals. This workshop covers the seismic shifts that influenced each generation's expectations about work and advancement to help participants crack the code on relationships, productivity and retention.



ABOUT THE BOOK

Dig Your Heels In is a playbook that empowers women to win at the corporate achievement game and be a catalyst for positive progress. It tackles the critical need to engage, advance and retain women in the workplace, for the financial success of the business and for the benefit of their women employees. This is the first book of its kind to truly arm women to hold their ground and play the long game, staying and advancing in corporate careers. If the reader Digs Her Heels In at the company that pays her paycheck today, she can transform the company into the one that she deserves, for herself and for future generations of women entering the workforce. Dig Your Heels In is the roadmap that shows women how increasing their breadth of experience gives them more power to identify opportunities for and effect innovative and equitable change.

This book is critical for women from the entry level to the executive level. Dig Your Heels In is also a critical resource for leaders in the C-suite and those leading Human Resources, Talent Management and on the front lines of recruitment who can drive enterprise wide changes to build programs that strengthen engagement and retention. Every reader will learn the ten big bold moves to achieve the career they desire and build the company and culture they deserve.

THIS BOOK TEACHES CRITICAL STRATEGIES FOR ADVANCEMENT, INCLUDING:

- How to change your workplace culture from within, rather than career hopping, for the betterment of all women in the workplace with testimonials from female trailblazers offering actionable advice for those who aren't sure where to start
- How to overcome self-limiting behaviors like Imposter Syndrome and Good Girl Thinking that hold women back
- How to transform a corporate women's network featuring stories of women leading the way and how to ignite an industry wide conversation
- How to launch an advocacy program that clearly connects a company's business (its products, its services, its clients and customers) to the urgency of advancing women to the highest levels of leadership
- How each woman can create a vision for their career AND their company that breaks barriers that are in their minds and those which are systemic across their company with exercises, action lists, scripted responses and relevant case studies with stories from the women digging their heels in to get the career they desire and build the company they deserve

CHAPTERS:

Introduction: Thriving, Not Just Surviving

Part 1: Making the Case

1. The Case for Digging Your Heels In (Everybody Wins)

2. Making the Decision Part 2: Making It Happen

3. Setting the Stage for Success

4. Big Bold Moves

5. Overcoming Obstacles

Part 3: Making Work Worth It

6. Relationships Are Everything

7. Life + Work Hacks Conclusion: Be What She Sees

The Business Case for Change: What's in It for Your Company

+ each chapter includes worksheets & next steps!



8 FUN FACTS ABOUT ME:

1. I love to volunteer and serve on boards that support girls.



2. I'm the Founder of Why Millennials Matter and the Courage To Stay Movement for women, the author of 3 books including: *Dig Your Heels In: Navigate Corporate BS And Build The Company You Deserve*.

3. I partnered with my alma mater, The University of Pittsburgh and long time mentor, Frances Hesselbein (Former CEO, Girls Scouts USA) to launch the Hesselbein Global Academy for Student Leadership and Civic Engagement. We host 50 student leaders from all over the world every summer for a 3-day summit.

4. I was the career expert for Barnes & Noble College who has over 725+ college campus bookstores and led research on The College Student Mindset For Career Preparation & Success.

5. I traveled around the world with Cosmopolitan magazine from Argentina to South Africa leading research on what motivates women to splurge and save. I connected with and advised leaders from brands like H&M, Chanel, BMW, Estee Lauder, Proctor & Gamble and McDonalds on how to attract and retain millennial employees and customers.

6. I'm a #SheBelieves Champion for US Soccer helping to inspire girls and young women to achieve their goals on and off the field.



7. My first job at fourteen years old was flipping fries and running the drive through window at McDonald's!

8. Oh...and I can fly a plane! My mother inspired me at eighteen years old to have the courage to earn my private pilot's license which inspires my passion for helping girls and women believe in themselves.



WANT TO LEARN MORE? CHECK OUT MY YOUTUBE CHANNEL!

[HTTPS://WWW.YOUTUBE.COM/CHANNEL/UCIMJ-LQU4R58D8A0J_RF7QA?VIEW_AS-SUBSCRIBER](https://www.youtube.com/channel/UCIMJ-LQU4R58D8A0J_RF7QA?view_as=subscriber)

**TO BOOK JOAN FOR YOUR
NEXT EVENT,**

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