



DRESS FOR SUCCESS®

GREATER NEW YORK CITY

LEANIN CIRCLE TOOLKIT

2024



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ELEVATE YOUR COMMUNITY WITH CORPORATE SPONSORSHIP OF LEANIN CIRCLES

Empowerment, diversity, and growth – these are the cornerstones of LeanIn Circles, and with corporate sponsorship, the impact of these transformative circles can reach new heights within your community.

By sponsoring LeanIn Circles, corporations have the opportunity to invest in the personal and professional development of their employees, while also making a profound impact on the larger community. These circles provide a safe and supportive space for individuals to come together, share experiences, and foster mentorship and leadership skills.

Corporate sponsorship of LeanIn Circles not only demonstrates a commitment to diversity and inclusion but also serves as a powerful catalyst for positive change within the community. Through this support, corporations can help foster an environment where individuals feel empowered to achieve their fullest potential, leading to a more engaged, motivated, and innovative workforce.

Furthermore, by backing LeanIn Circles, corporations can play a pivotal role in breaking down barriers and creating pathways for underrepresented groups to thrive in the workplace. This support sends a clear message that the corporate world is committed to fostering a culture of equality and support for all.

The value of corporate sponsorship of LeanIn Circles extends far beyond the boardroom, reaching into the heart of the community. It offers a chance to inspire, uplift, and drive meaningful change, not just within the workplace, but throughout the entire community.

Join Dress for Success Greater New York City in championing empowerment, diversity, and growth. Corporate sponsorship of LeanIn Circles is not just an investment in the future of your workforce, but a commitment to creating a stronger, more inclusive community for all.

Investments for sponsoring a LeanIn Circle begin at \$7500.00 for a 90 minute LeanIn experience. Expanded experiences are available. Dress for Success is committed to working with corporate partners across the five boroughs of New York City to leverage creative and innovative ideas for LeanIn experiences. Contact Jennifer Wuerz, Director Dress for Success Greater New York City at newyork@dressforsuccess.org and book a 30 minute discovery call to explore the possibilities or partnership.



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CORPORATE SPONSORSHIP OF LEANIN CIRCLES: SUPPORTING COMMUNITY IMPACT

Corporate sponsorship of LeanIn Circles is a powerful way for companies to give back to the community, demonstrating a commitment to gender equality and the empowerment of women. By supporting LeanIn Circles, corporations can drive positive change and foster a culture of inclusivity both within their organization and in the broader community. Here's how corporate sponsorship of LeanIn Circles makes a meaningful impact:

1. **Empowering Women:**

Sponsoring LeanIn Circles empowers women by providing them with the resources, support, and the network they need to grow personally and professionally. This empowerment extends beyond the workplace, as women apply their skills and confidence to community initiatives and leadership roles.

2. **Building Leadership Skills:**

LeanIn Circles focus on developing leadership skills, critical thinking, and effective communication. Corporate sponsorship helps facilitate these development opportunities, enabling more women to step into leadership roles within their communities, driving positive social change.

3. **Fostering Mentorship and Networking:**

LeanIn Circles create a platform for mentorship and networking, connecting women with experienced leaders and peers. Corporate support enhances these connections, helping to build strong networks that women can leverage to support their career pathways and professional development.

4. **Promoting Diversity and Inclusion:**

By sponsoring LeanIn Circles, corporations promote diversity and inclusion within their own organizations and the community. This commitment helps to break down barriers, create equal opportunities, and build a more inclusive society where everyone can thrive.

5. **Encouraging Social Responsibility:**

Corporate sponsorship of LeanIn Circles signals a company's dedication to social responsibility. This sponsorship encourages employees to engage in community service and social impact projects, leveraging their skills and resources to give back to their communities.

In conclusion, corporate sponsorship of LeanIn Circles is a strategic investment in the future of women and the community. It fosters leadership, promotes diversity, and drives social impact, creating a ripple effect that benefits everyone. By partnering with Dress for Success Greater New York City and our LeanIn groups, corporations not only support the professional growth of women but also contribute to building stronger, more inclusive communities.



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HOW DO CIRCLES WORK?

- Circles typically consist of 8-12 members who share similar interests—whether that’s a shared identity or people who live in the same area, work in the same industry, or are at a similar life or career stage.
- Members usually meet once a month for peer-to-peer mentorship, skill building, and connection. Monthly Circle meetings are typically 60-90 minutes long.
- Circles facilitated by Dress for Success Greater New York City are held virtually using Zoom.
- Circles generally run between 6 and 9 months. On average, we hear from Circle members that they experience the most benefit from their Circle when they meet for six months or more.
- Dress for Success Greater New York City Circle members have the opportunity to connect with their fellow Circle members in between meetings via email, text, or other social messaging platforms. We foster moments of connection that center around celebrating each other’s accomplishments, checking in with one another, and sharing resources and other personal updates. Corporations are encouraged to be a part of this check in following their engagement experience with the Circle.
- Circles have full access to Lean In’s library of monthly meeting guides and other resources

PARTICIPANT BENEFITS: WHY JOIN A CIRCLE?

- **New opportunities** — According to our research, women in Circles are more likely to receive promotions and raises. Circles can also help you forge broad, deep networks that lead to new opportunities.
 - “When one of our members was struggling to find a job ... our Circle jumped in to help with interview prep and to make introductions.” — Nuala Murphy, Circle leader, Lean In Belfast
- **A stronger résumé** — Leading a Circle is a valuable addition to your résumé. It’s a self-made leadership opportunity that demonstrates initiative.
 - “The Lean In brand is so powerful. Almost every woman I know in a Circle has used it successfully on her résumé.” — Mary Dove, Circle leader, Lean In New York
- **Deep connections** — Longstanding Circle leaders tell us that some of their closest friendships are within their Circles.
 - “As Circle leader, I’ve gotten new sisters. I don’t know if I’d be where I am without them. I’m more confident to go for challenges.” — Gina Richards, Circle leader, Procter & Gamble
- **Confidence and leadership skills** — Women in Circles are more confident and ambitious. They’re more likely to aspire to be a top executive and more confident they will become one.¹
 - “I’m such an introvert, but being a Circle moderator has made things totally different for me. It has definitely helped my confidence. Now I can actually say that I’m a leader. I wasn’t convinced of that before.” — Julene Allen, Circle leader, Lean In Ohio

LEANIN LEADERSHIP BENEFITS



Create New Opportunities

Research indicates that women engaged in Circles have a higher probability of securing promotions and salary raises. These Circles also facilitate the establishment of valuable professional networks that open up new opportunities, with Circle leaders playing a pivotal role in expanding these connections for career progression.

Assist Job Seekers

Members facing challenges in their job search can receive support from Circle leaders regarding interview readiness and networking. Furthermore, Circle leaders can share information about job openings within the Circle, broadening the job prospects for participants.

Enrich Your Resume

Participating in Circle leadership adds value to your resume by highlighting proactive leadership qualities, mentoring skills, and resilience.

Cultivate Meaningful Relationships

Seasoned Circle leader highlight the strong bonds they have formed within their Circles. By setting an example, both participants and leaders acquire vital workplace skills that are transferable across various industries and roles.

Instill Transferable Skills In Participants

Women leading LeanIn Circles play a pivotal role in fostering the development of transferable skills among participants. These skills, which are valuable across various professional and personal contexts, include communication, collaboration, problem-solving, and expanded emotional intelligence.

Develop New Leadership Abilities

Participating in LeanIn Circles is a transformative experience that significantly enhances leadership skills. Women engaged in Circles demonstrate enhanced confidence and ambitions, with a greater likelihood of pursuing and attaining top executive roles.

80 Minute Run of Show

15 Min

01

Member Updates

Attendees provide updates on significant changes and crucial decisions. They also share 'One Action' updates with the group.

8 Min

02

Video (Topic Specific)

Participants will view a video on a specific topic highlighting key workforce development subjects. These topics are detailed in the discussion guide and will be revisited during the Circle session for icebreakers and activities.

50 Min

03

Ice Breaker (10 Min)

Icebreaker (10 Minutes)
Activity 1 (15 Minutes)
Activity 2 (25 Minutes)

Icebreakers and activities are tailored to topic-specific tasks. LearnIn offers a comprehensive discussion guide for each Circle.

3 Min

04

'One Action'

Participants are encouraged to choose a specific action, whether big or small, that challenges them to step outside their comfort zone or experience something new within the next 30 days. They can then discuss strategies to ensure they remain accountable for taking that action.



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WOMEN IN THE WORKPLACE TOPICS

LeanIn's Women in the Workplace initiative addresses the critical issues and challenges women face in the professional environment. Review the topics below and let us know which topic resonates with your organization. We welcome the opportunity to explore topics that are important to our Corporate Partners. Please feel free to share innovative ideas and concepts.

Key topics include:

1. **Representation and Leadership:**

- Emphasis on increasing the representation of women, particularly in leadership roles, to close the gender gap.
- Highlighting the importance of diversity in leadership for better decision-making and organizational success.

2. **Workplace Culture:**

- Promoting inclusive and supportive workplace cultures that value and respect diverse perspectives.
- Addressing unconscious bias and implementing strategies to mitigate its impact on hiring, promotions, and daily interactions.

3. **Career Advancement:**

- Providing strategies for women to advance in their careers, such as mentorship, sponsorship, and networking.
- Encouraging companies to offer clear pathways for career progression and professional development.

4. **Work-Life Balance:**

- Discussing the challenges of balancing work responsibilities with personal and family life.
- Advocating for policies like flexible work arrangements, parental leave, and childcare support to help women manage their dual roles.

5. **Pay Equity:**

- Addressing the persistent gender pay gap and advocating for transparency in compensation.
- Encouraging organizations to conduct regular pay audits and ensure equitable pay practices.

6. **Allyship and Advocacy:**

- Highlighting the role of allies in supporting women's advancement and fostering a culture of inclusion.
- Encouraging men and other stakeholders to actively advocate for gender equality in the workplace.

7. **Impact of COVID-19:**

- Examining the disproportionate impact of the COVID-19 pandemic on women, particularly in terms of job losses and increased caregiving responsibilities.
- Proposing measures to support women's reentry and retention in the workforce post-pandemic.

LeanIn's Women in the Workplace initiative provides actionable insights and recommendations for organizations and individuals to create a more equitable and inclusive workplace for women.