

Promotion

WOMEN BUSINESS

As Seen In... *Forbes*, June 15, 2015

AMERICA'S

LEADERS



Creating Their Own Way

Behind every successful economy is a woman. Millions of women, in fact.

No group is having a greater impact on the nation's economic growth than women. Outpacing men in the number of bachelor's degrees, master's degrees and doctorates conferred yearly, modern women are increasingly prepared to take the reins of corporate America. And nearly 9.1 million woman-owned companies stimulate the economy to the tune of \$1.4 trillion and employ 7.9 million people.

New studies are demonstrating an unmistakable relationship between gender diversity in "power seats" and a company's ability to generate strong returns. Identifying businesses most likely to post the best financial performance, it appears, may be as simple as seeing how many women are voting in the boardroom or occupying C-suites.

Because leveraging the tremendous talents and insights of women provides businesses with a powerful advantage in a competitive

economy, many of the top 500 U.S. closely held and public corporations and mid-cap companies alike are purposefully widening leadership opportunities. The most successful are instituting long-term, systemic changes in their organizations. Their strategies are strongly championed by top executives for whom gender diversity in leadership is a priority, not an afterthought.

Many women with a determination to strike out on their own are also experiencing personal and financial success. In fact, the number of woman-owned businesses in the U.S. has been growing faster than the national average for at least 15 years.

Called the "unsung heroines" of the small-business sector, women are owners of competitive companies generating \$500,000 or more in annual revenues in "high economic impact" industries.

On the pages that follow, we highlight women who are power players in America's economy.

FEATURED COMPANIES:

Harvard Services Group

harvardsg.com

Harvard Enterprise Risk Solutions

harvardenterprisesolutions.com

SHI International Corporation

shi.com

Premier Healthcare Exchange, Inc.

PHX-online.com

Erica Peitler & Associates, Inc.

ericapeitler.com

EMI Network

eminetwork.com

Speaker and Thought Leader Erica Peitler: Become the Leader You Aspire to Be

Don't even think about choosing Erica Peitler as your coach unless you're ready for a breakthrough in your leadership performance.

Don't engage her – or buy her new book – unless you're willing to dig deep, venture beyond your comfort zone, and work harder than you've ever worked on yourself before.

But if you are ready to become an emotionally intelligent, agile, change-ready leader, Peitler is ready and waiting for you.



Erica Peitler

uses visually engaging “signature models” and frameworks to break down leadership into its component parts “so it can truly be unpacked, understood and practiced on the ground and in real time.”

A high-performance leader, according to Peitler:

- Is “consciously competent ... they know what they are doing, how to do it and why?”
- Takes the time to build trust.
- Anticipates, embraces and even thrives on change.
- Understands that leadership is emotional, “because people are complicated.”
- Is a master at “the two currencies of leadership,” communication and relationship-building.
- Sets clear expectations, coaches for performance and holds people accountable.

Emotional Intelligence Is the Key

In today's business world, the most successful leader is not necessarily the one with the highest IQ, Peitler says. “Being the smartest person in the room is not the reason someone gets the ‘big job’ in business today. Rather, the ticket to high-level leadership roles is emotional intelligence,” generally defined as the ability to form healthy relationships through a high level of self-awareness, self-management, and appropriate attentiveness to and engagement in social dynamics.

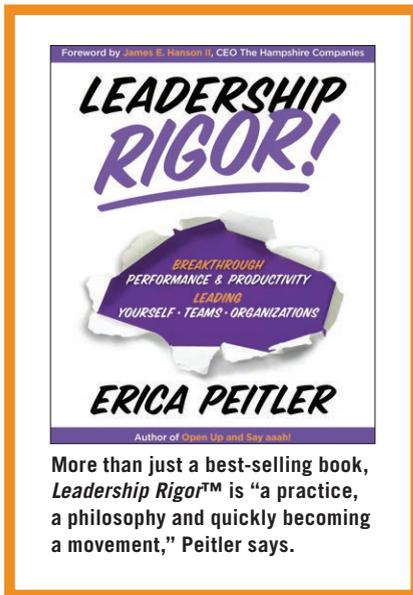
“Fundamentally,” Peitler says, “leadership is in service to others. It's about creating the conditions for people to realize their potential and contribute to the business. The best leaders get that.”

or fine-tune their leadership skills and learn how to play at the top of their game.

As Peitler outlines in her new book, *Leadership Rigor*™, and at her speaking events, leadership is a “skilled profession” encompassing specific, learnable skills and capabilities. “Leadership development is a journey with a clear road map and steps that have to happen in sequence,” she says. “You can't lead a team or organization until you understand how to lead yourself first.”

Leadership on the Ground

Leadership Rigor™, an Amazon international best-seller within three months of its release, is filled with practical, no-nonsense advice and cautionary tales. Peitler



This dynamic thought leader, best-selling author and high-impact facilitator has helped countless individuals lead themselves, their teams and their organizations to breakthrough levels of performance and productivity. Her audiences include both aspiring and established leaders – those who are looking to develop



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