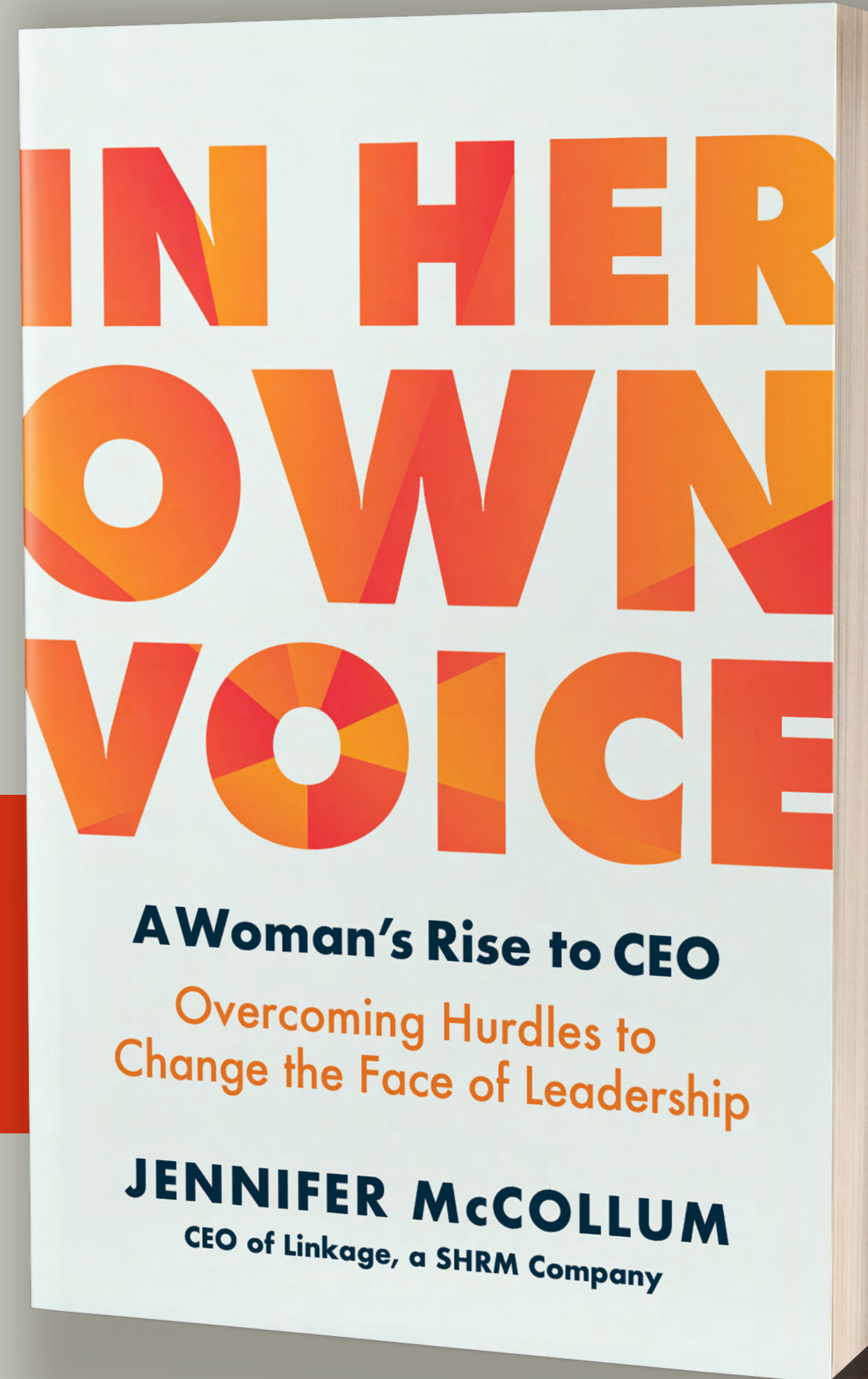


JENNIFER
McCOLLUM

Paperback • Audio • eBook





From the Author

This is a story that has been five years in the making, and I'm honored to bring you this sneak peek of *IN HER OWN VOICE: A WOMAN'S RISE TO CEO*.

I wrote this book because we are in a critical moment. There has long been a shortage of women at the highest levels of leadership, and progress remains excruciatingly slow. But the world of work has shifted dramatically in the last few years, creating additional struggle—and new possibilities.

Women are experiencing burnout at historic highs, and they are leaving their organizations at a higher rate than ever before to find a more flexible and inclusive work environment where they feel supported and have greater opportunity. It may take this type of seismic shift to accelerate gender equity in leadership.

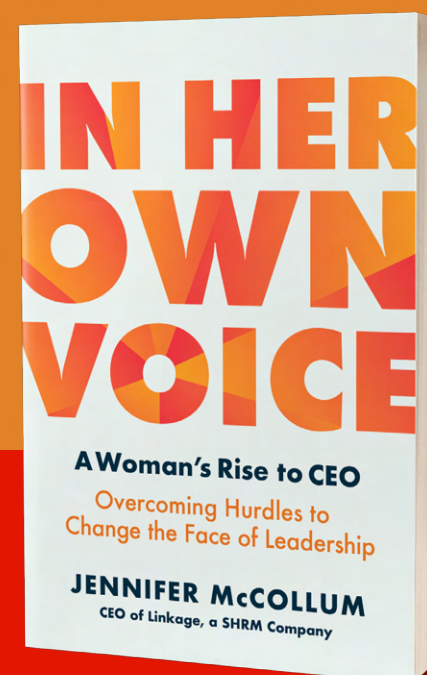
This leadership book serves as a must-have guide for women who aspire to advance in their careers—and for the executives and allies who aspire to support them. My aim is to seize this moment by providing actionable support for women with a broader organizational call to action.

In this excerpt, you will find an introduction to the proven hurdles that women face as they rise in the workplace and a small preview of what to expect in the full book.

I hope you are empowered by what you find here. You can order a copy of *IN HER OWN VOICE* now and together, we can change the face of leadership.



CEO, Catalyst



Career Highlights

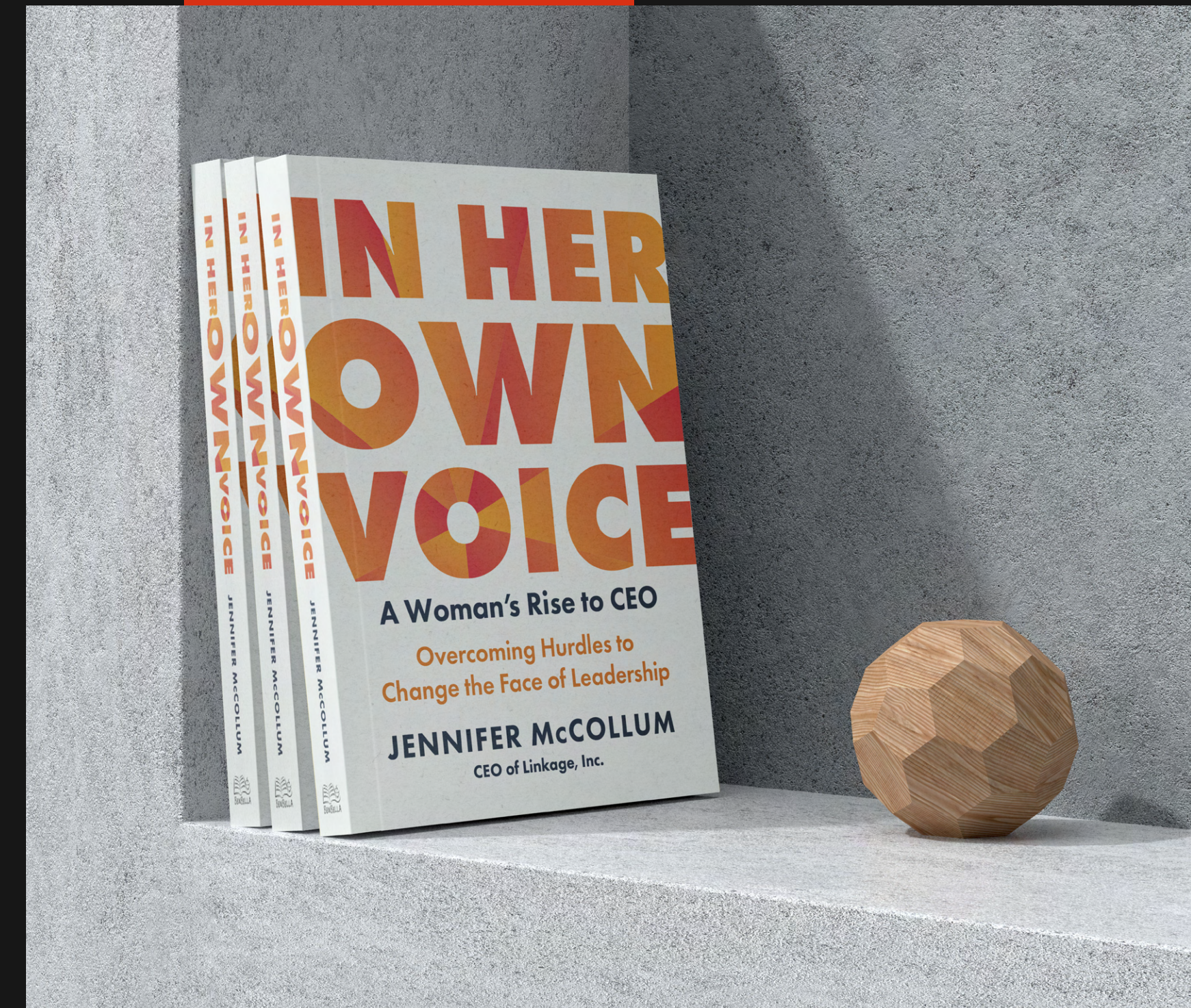
- CEO – Catalyst
- CEO – Linkage, Inc. (now SHRM)
- VP and General Manager – Korn Ferry
- Managing Director – CEB, *now Gartner*
- CEO – Intravision
- Member of the Marshall Goldsmith 100 Coaches
- Published in The Wall Street Journal and Fast Company
- Appeared on hundreds of stages, podcasts, and webcasts globally



Book Overview

Based on 25 years of research into the specific hurdles facing women in business, *In Her Own Voice* offers sage advice and empowerment for any woman striving to advance her career—and any organization ready to improve gender equity at every level.

The world has awakened to the urgent need to focus on women's advancement—companies with gender-balanced leadership are far more likely to outperform their peers, and the evolving expectations of leadership align to women's natural strengths. Yet just 10 percent of Fortune 500 CEOs and less than 30 percent of senior leaders are women, and the pace of growth is shockingly slow, made worse by COVID-19 and its aftermath. What does it take for women to ascend to the highest levels of leadership? *In Her Own Voice* from Jennifer McCollum, CEO of Catalyst, a global non-profit designed to accelerate progress for women in the workplace, sheds light on this timely topic. Backed by in-depth and enlightening research, this book examines the specific challenges women still face as they rise. Whether we're contending with our own inner critic, being expected to prove our value time and again, or navigating the often-intimidating world of negotiating for ourselves, women today still have unique obstacles as we advance our careers—but they need not become roadblocks. *In Her Own Voice* outlines how readers can overcome these obstacles, with key competencies and action steps such as quieting your inner critic, discarding internal biases, building confidence, gaining clarity about the future, and more. Supported by data and infused with compelling real-life stories, it's a blueprint for helping readers identify, measure, and conquer what's holding women back at any stage of their careers.



About Jennifer McCollum

Jennifer McCollum is CEO of Catalyst, where she oversees the strategic direction and global operations of this global non-profit designed to accelerate progress for women. Prior, she was CEO of Linkage Inc. (now SHRM), which has dedicated 35 years to improving leadership effectiveness and equity in hundreds of organizations globally. Linkage provides assessments, training, coaching, consulting and conferences, with Solutions designed to Accelerate Purposeful Leaders; Advance Women Leaders; and Create Inclusive Organizations.

Jennifer is an acclaimed speaker, consultant, coach, and author, with two decades of experience leading and building businesses in the leadership space. Her expertise includes how to close the gap to gender equity; why the most effective leaders are inclusive leaders; and how to demystify inclusion for leaders and organizations. She has delivered workshops, keynotes, webinars, and podcasts to thousands of leaders globally on live and virtual stages. She is a member of the Marshall Goldsmith 100 Coaches, and her book, "In Her Own Voice: A Woman's Rise to CEO," was published in November 2023.

Prior to Linkage, Jennifer spent a decade growing businesses within Corporate Executive Board (CEB) - now Gartner, and at Korn Ferry. At CEB, she led product management within the leadership division, driving innovative solutions that helped organizations select, develop and place leaders at all levels. She also ran CEB's Leadership Academies business, which developed more than 30,000 professionals in 2,100 companies throughout 50 countries.

Previously, Jennifer served as CEO of IntraVision, a leadership consultancy she founded and grew over the course of 8 years. She worked with public companies, start-ups, associations, and nonprofits. Her passion is creating vision, executing strategy, and managing cohesive teams toward aspirational goals, with a special focus on supporting women in leadership roles.

Jennifer has a master's degree in management and public relations from the University of Stirling in Stirling, Scotland, and an undergraduate degree from Wake Forest University in psychology and communications. An avid skier and tennis player, she is the mother of three and lives in Washington, DC, with her husband.



Praise for In Her Own Voice



CARLA HARRIS

Senior Client Advisor at Morgan Stanley and best-selling author of *Expect to Win*
"Using your authenticity as your competitive advantage, your experience to drive your confidence, and your relationships as leverage, this book will punctuate your journey. Read it, embrace it and go get 'em!"



MARSHALL GOLDSMITH

New York Times best-selling author of *The Earned Life*, *Triggers*, and *What Got You Here Won't Get You There*
"Insightful and backed by relevant research, *In Her Own Voice* provides the tools for everyone to become an advocate and champion for women in business today."



ANNE CHOW

Former CEO of AT&T Business, Lead Director at FranklinCovey, Board Director at 3M

"The beauty of this book is that it's based on the experiences of tens of thousands of women, with guidance that is applicable to every one of us, no matter where we are on our own unique journey."



SALLY HELGESEN

best-selling author of *How Women Rise*, *Rising Together* and *The Female Advantage*

"A must-read for any woman who's ready to rise...and for any company ready to support her in that ascent."



HERMINIA IBARRA

The Charles Handy Professor of Organisational Behaviour at the London Business School and author of *Act Like a Leader*, *Think Like a Leader* and *Working Identity*

"Jennifer McCollum has drawn a road map to help women gain clarity on what they want, take risks that create recognized confidence, manage their leadership brand, and operate successfully with increasing authenticity."

Topics Jen can speak to:

Jennifer is a dynamic speaker with a wealth of experience presenting to audiences in all industries. She's a great interview! Here are few topics she can address:

Why NOW is the time for women to shine. Jennifer can discuss a variety of factors set to propel more women into leadership, from post-COVID talent shortages to shifting employee expectations to evidence that companies with women at the helm outperform others.

The undeniable advantages of women-led companies. Research show that companies with women at the top create better client retention, organic growth, and profit. Plus, women inherently possess the leadership qualities today's generation of talent expects and demands.

What companies that excel at advancing women do differently. Learn the four key areas of focus that empower women to leaders to perform better, stay at their companies longer, and advance in their careers. (Jennifer has lots of stories to illustrate these four critical dimensions from her collaborative work with Linkage clients.)

Data-driven strategies for attracting and retaining women in your company leadership. With burnout rising and talented women downshifting (or leaving the workforce altogether), leadership benches are being decimated. Jennifer will share evidence-based methods for reversing this trend.

The 7 (research-based) hurdles that hold women back. Jennifer will explain how these leadership roadblocks manifest, and she will share doable tactics to help women at all levels and all ages and stages in their career start leaping over them. (Hint: Proving Your Value, Finding Clarity, and Making the Ask are three of the worst.)

How external bias perpetuates the gender equity gap—and what we (as women and organizations) can do about it. As part of this topic, Jennifer can talk about the "double bind" faced by professional women—and the "triple bind" faced by women of color. She can also share stories about her own encounters with external bias.

The role of men in advancing women leaders. Jennifer can pinpoint steps companies can take to enlist men as allies, mentors, and sponsors. She can share strategies and tactics from Linkage clients. (Incidentally...ask Jennifer about her own experience in enlisting Alan Mullaly, former CEO of Ford Motor Company, as her personal mentor. The way they met is a great story!)

2023 Trend Watch: Why it's so urgent for companies to accelerate their development of women. Jennifer can talk about a variety of hot trends that underscore the need for more women in leadership—the push for Diversity, Equity and Inclusion, Gen Z's desire for development, the need to personalize learning, the drive to offer more contemporized benefits, etc.