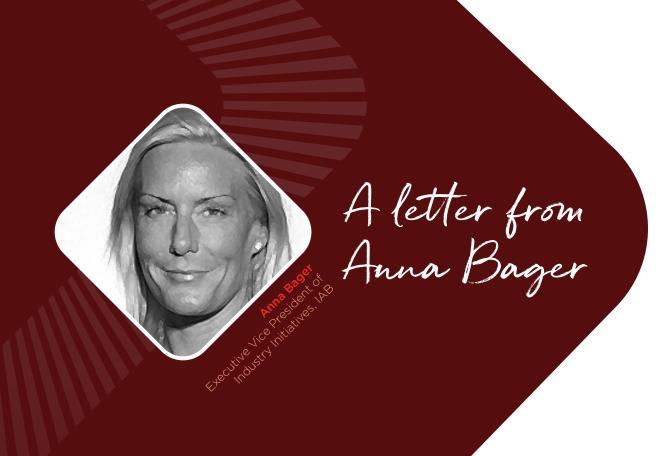
You Heard it Here



Collected Wisdom from Women Visionaries May 8, 2018, NYC



In today's world, cultural and social barriers to entry have started to fall away, and young women with great ideas and a passion for building things can look to the example of strong female founders in the media, advertising, and tech industries and understand that if she can do it, you can do it too.

IAB developed the first-ever Women Visionaries conference in order to showcase strong female leadership and talent; and to highlight what makes women such successful leaders. Whether it's their mentorship relationships, their career pivots, or how they approach building and maintaining high-performance, diverse teams, we can learn a lot from these brilliant bosses, and from one another.

We hope you take these impactful moments from the IAB Women Visionaries event and build something incredible of your own. Let's share lessons in leadership and real-world takeaways to advance women's trajectories and the workplace at large. We look forward to building a "girl gang" with all the talented women who attended and participated in the event!

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BRILLIANT BOSSES & FEMALE FOUNDERS



"I recently heard Sophia Amoruso say 'No one understands that there is an invisible bridge. Cross it. Leap."

"It's all about creating movements, not moments."

"In my conference room I have 25 of the same poster in a row and they all say 'What would you do if you weren't afraid?"

"Badass women will figure out ways to raise and make money."

"The only way to change the trajectory is to change the trajectory."

"We believe that in the next decade half of the country's unicorns will be led by women. So go out and build something great."

"Business is done in five minute deals in the hallway."



"If you're invaluable you have to own that."

When you make a radical career pivot you have to know, "If I don't succeed, it will so still be OK."

"Remember, you are an individual means owning your truth."

"If you believe you have the ability to lead an organization, there's nothing arrogant about being clear that your goal is to run a business unit or progress to CEO."

GIRL GANG QUIPS & QUOTES

"Jender is a lens through which we view the world.
It means that's part of the way we see stories at large."
Jessica Bennett, Gender Editor, The New York Times

"I was a music major, and it taught me how to listen to others, and to know when to lead and when to follow."

Jordana Kier, Co-Founder & Co-CEO, Lola

"What's wrong with being a mother hen? Mothers are strong and mothers are nurturing." Lynda Clarizio, Former President, U.S. Media, Nielsen

Make a business case for every new assignment outside of your expected tract. I had to tell my boss that I want to run a company someday."

Melissa Barnes, Managing Director for LATAM & Canada, Twitter

"A great leader is defined by a great team."

Bonita Colman Stewart, VP, Global Partnerships, Google

"Don't let gender stats keep you from being a builder."

Susan Lyne. President & Founding Partner BBG Ventures

"Does anyone hear my voice right now or am I speaking at a frequency that only dogs can hear?"

Michele Thornton Ghee, SVP, Media Sales, BET Her

"Have pride in asking for help. I don't need to reinvent every part of the wheel."

Rachel Tipograph, Founder and CEO, MikMak

"Figure out how to be right without waking everyone else wrong. Bring the team

Me Do you alway right or to me 'Do you always' want to be right or do you want to be effective?"

Corfolinder co:collective



"A clean meritocracy
) does not exist.

Be declarative."

"Leadership is a journey, not a destination."





"I'm worth getting paid equally to my peers. (Compensation is value."

"Don't wait for HR to have diversity as a policy. Make it part of what you require of your managers."

""Getting comfortable with being uncomfortable is imperative."

"Inspiring others creates
believers. Inspiring them
to inspire others creates
a movement."

"Hire for the culture you want."

"In all decisions, use data and the advice of experts you respect. In the end though, it's your call."

"We believe that you must be comfortable building the plane as you fly it." Quote Jourself Here



