



**Leadership
Women™**

**Creating a New
Vision of Leadership**
A National Conversation

July 27-29, 2017
Dallas, Texas





SHE

SHOULD

RUN



Let's Connect!



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The trends



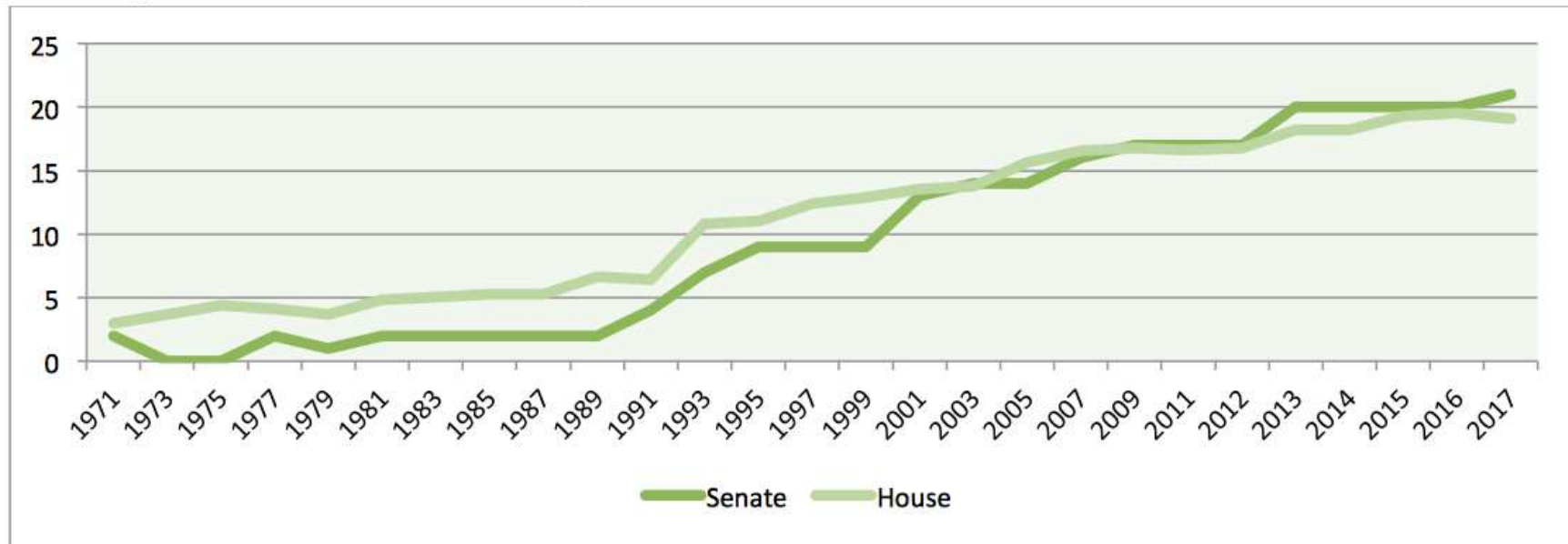
WOMEN HOLD JUST 20%
OF OVER 500,000 ELECTED OFFICES.





The trends

Percentage of Women in House and Senate, 1971-2017



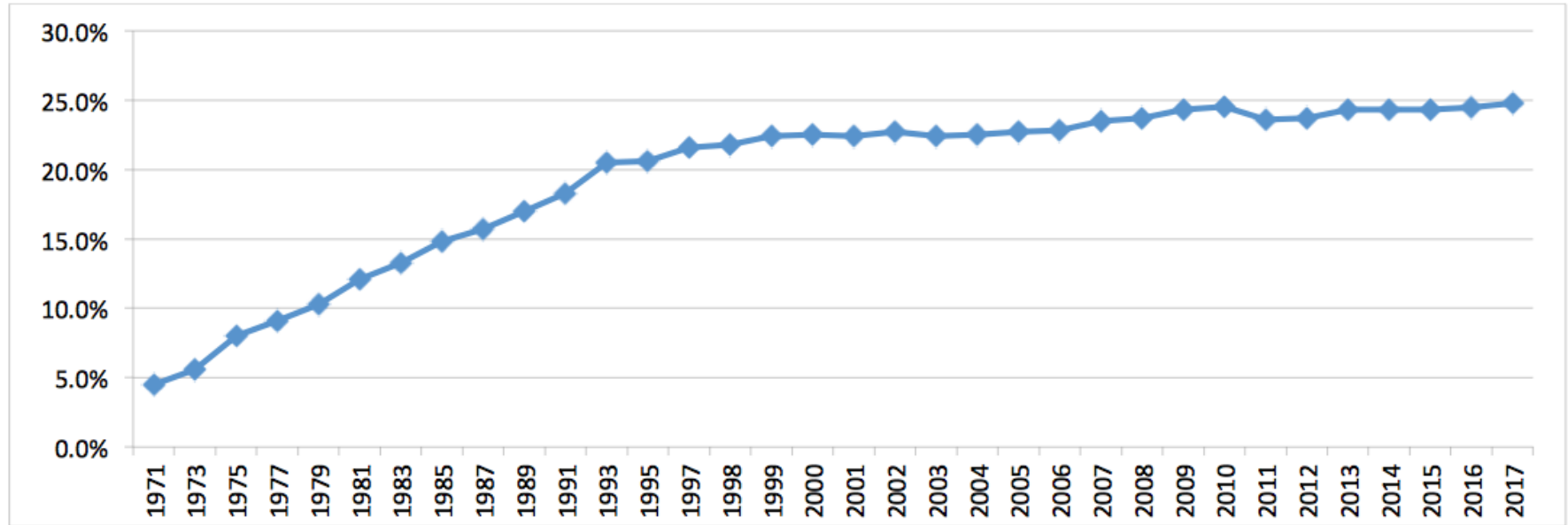
Source: Center for American Women and Politics, Rutgers University

Note: Data reflects the percentage of women at the end of each Congress, which includes women sworn in immediately after the November election.



The trends

Percentage of Women in State Legislatures, 1971-2017



Source: Center for American Women and Politics, Rutgers University

Note: Data reflects the percentage of women in state legislatures at the end of each year except for 2017.



We need you

Government

Jay Newton-Small @JNSmall | April 4, 2016



New HBO drama highlights Hill's testimony. Here's what happened next

A quarter-century ago, Anita Hill spoke out about sexual harassment. She lost her fight, but women won in ways that still reverberate in American politics.





#250Kby2030 Goal

www.sheshouldrun.org/takeaction



250,000
BY 2030

The graphic features a blue checkmark icon inside a square frame on the left. To its right, the number '250,000' is written in a large, bold, red sans-serif font. Below this, the word 'BY' is written in a smaller, bold, red sans-serif font, followed by the year '2030' in the same large, bold, red font as the number above.

**JOIN US TO GET 250,000
WOMEN RUNNING FOR
ELECTED OFFICE BY 2030**

#250KBY2030

**SHE
SHOULD
RUN**

TALK TO GIRLS
ABOUT LEADERSHIP

LEARN MORE

Barbie +

**SHE
SHOULD
RUN**



2016



See Joan Run

SHE
SHOULD
RUN



You Ask. She Runs. We All Win.

When women run for office, they are elected at the same rate as men. Yet less than a third of the United States' elected leaders are women.

Now is the time to bring more diverse voices to the table. Sharing this book is a great first step and can help influence the right woman to run at the right time.



START YOUR JOURNEY

Welcome to the She Should Run Incubator

We provide thoughtful guidance and support to women considering a future run for office.

SheShouldRun.org/Incubator



Live as if...

- Be the leader you want to be NOW
- Cultivating leadership
- Building networks
- Fostering communications
- Finding pathways



Leadership Style

- Key Lesson: Answer Why.
 - Get specific about things that matter to you and how you can make a difference by running for office.
- Practice: Draft your leadership vision & story.



Leadership Style

What kind of issues do you care deeply about? What makes your blood boil or heart soften?

What community or national issues do you find yourself constantly talking about?

What do you find yourself wishing elected officials would do differently? Why do you care about those things?

What happened in your family, what choices have you made, or what experiences have you had that shaped your beliefs?



Networking

- Key Lesson: View your network as your team.
- Practice: Map out and understand the network you already have around you. Write down 20 people who could support you by donating or volunteering.



Networking

What connections to have in the following areas of your life?

Personal

Professional

Community/neighborhood leaders

Political, communication, and fundraising expertise

Focus on how you're already building a team of support.

What relationships are most important to you right now? Consider all areas of your life: career, community, yes, even family, friendships, and places of worship. Who is already a part of your support network?



Stay in touch



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