



WOMEN'S LEADERSHIP  
CONFERENCE

PRESENTED BY  
NEW SAGE STRATEGIES

FOR IMMEDIATE RELEASE  
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## WOMEN AT TURNING POINT IN WORKFORCE

*Regional conference discusses leadership, work/life balance in wake of pandemic*

(GREEN BAY, Wis.) Sept. 15, 2021--One consequence of the prolonged pandemic is more women are contemplating leaving the workforce -- as many as two million women are considering taking a leave of absence or leaving the workforce altogether. \* Working from home and managing the home are causing stress, burnout, and a mass exodus from the working world.

These topics and others affecting women in the workforce are central to the Women's Leadership Conference held in person and online on Oct. 7, 2021 at the KI Convention Center in Green Bay. The conference is an all-day professional development and networking conference created to provide a platform outside of the workplace to educate, encourage and inspire women to take their careers to the next level.

"Women remained dramatically underrepresented in the C-suite," said Vicki Updike, founder of the Women's Leadership Conference. "The uncertainty and changing work environments triggered by the pandemic have the potential to derail gains made by women in the workplace." Updike says topics covered at the conference will directly address how to adapt and succeed.

The conference features sessions, panel discussions and keynote presentations from experienced leaders with content focused on leadership development, career advancement and wellbeing. This year, the conference features three keynote speakers:

- Former Google and Facebook executive, Marissa Orr will speak on The Power of Defining your own Success. She gives an insider's look at the systemic dysfunction inside today's most progressive organizations, providing a revolutionary new perspective on why there are so few female leaders in corporate America.
- Nada Lena Nasserdeen will address transformative leadership from the inside out. She is the founder and CEO of Rise Up For You, a college professor, and former top executive for an education corporation. She will address that in order to change our communities, companies, and households, women must first create change in themselves.
- Conference founder Vicki Updike will speak about women knowing their value and how a paycheck alone does not define women's contributions. Updike is an author, speaker, coach and the owner of New Sage Strategies LLC, a company dedicated to the development of effective leaders. She is the former CEO of Silver Star Brands and was recently the co-chair of The New North.

Additional speakers will address tools and methods for individual growth and change, the effect of gender on workplace confidence, transformative leadership behaviors, the value of soft skills in leadership roles, building a personal brand, and more. Attendees will have the opportunity to network with other professionals and join in discussions about subjects that are relative to their growth.

Updike says during the pandemic and quarantine, women have experienced stress in record numbers. Working women have experienced few boundaries between *working* from home and being *at* home and this is the time to re-establish those boundaries.

"Burnout is real for women who are parents, caregivers, and employees," Updike said. "It's in everyone's best interests to invest in building a more flexible and empathetic workplace, and empower women for future success."

Updike is also announcing the launch of a new book entitled *Navigating Your Journey*, published by Advantage Media. The book shares her personal experiences and lessons learned as she helped women in their careers. In her practice,

she has coached and presented workshops to more than 5000 individuals in diverse roles as those in entry level roles and the C-suite. Her practice has uncovered common themes for working women; as they navigate their professional journey.

“Women can have a fulfilling career and balanced life—and the reality is the journey is as different as each person,” Updike says. “But this journey is up to each of us to navigate and we make it happen. This is the central message of our conference,” she said.

Navigating Your Journey will be published October 26 and is available for pre-order [at this link on amazon.com](#).

Individuals who wish to attend the Women’s Leadership Conference can register online at this link:

<https://womensleadershipwi.com/registration/>.

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\*information quoted is from the 2020 Women in the Workplace study conducted by McKinsey & Company. More information is available at [womenintheworkplace.com](http://womenintheworkplace.com).

**The Women’s Leadership Conference** is designed for professional women (and men). The conference provides a platform for a diverse audience of professional women to receive inspiration and empowerment to achieve their career and personal goals. The conference features sessions, panel discussions and keynote presentations from experienced leaders with content focused on leadership development, career advancement and wellbeing. More information is at

<https://womensleadershipwi.com>.