

WPO: Values & Branding



WPO MISSION (RESTATED)

Facilitating the greatness of women leaders through community, peer learning and knowledge sharing.

LEGAL MISSION

To accelerate business growth, enhance competitiveness, and promote economic security for women entrepreneurs and women-led businesses.

WPO CORE VALUES

OUR CORE VALUES DRIVE EVERYTHING WE DO: IT'S HOW WE TREAT EACH OTHER, HOW WE WORK, AND WHAT WE EXPECT OF EVERYONE WHO IS A PART OF THE WPO. WE ARE:

- **COMMUNITY-MINDED:** This is a group process, this is a safe place. “All ships rise with the rising tide.”
- **INSATIABLY CURIOUS:** Driven to learn, interested, open to learn from everything, including mistakes.
- **SUPPORTIVE:** Caring advocates, being collaborative and helpful.
- **TENACIOUS:** Getting it done, following-through, dedicated, quest for excellence
- **THOUGHTFUL:** Considering the impact, thinking about the big picture, asking and not assuming, considering capacity, respecting others, communicating.

WPO CORE VALUES

How we operationalize our values:

- **Alignment Lens:** How do candidates demonstrate our values?
- **Agreement Lens:** How do we behave together?
- **Accountability Lens:** How do we intervene when things get challenging?

EXAMPLES OF WPO CORE VALUES – CHAIR SHARE

In your role as chair or past member, what have you experienced that exemplifies one of these values?

1. COMMUNITY-MINDED
2. INSATIABLY CURIOUS
3. SUPPORTIVE
4. TENACIOUS
5. THOUGHTFUL

VALUES IN ACTION

Scenario: *A member routinely dominates, giving advice despite reminders, and resists feedback by saying “I’m just trying to help.”*

1. Which value(s) are being violated?
2. Which value(s) give you the strongest footing to intervene?
3. What would a values-based conversation sound like?

Chair Role - Multifaceted

Chapter Building

- Source candidates
- Host and attend events
- Interview candidates
- Onboard new members

Meeting Management

- Facilitate WPO PeerView™ monthly
- Manage group dynamics
- Source speakers/content
- Admin: logistics (food, venue, host), track attendance, socials etc..

Member Relationships

- Connect members with other members
- Organize events and retreats
- 1-1 meetings with members
- Promote WPO events and info

Partner Relationships

- Local and national
- Co-host events
- Possible referral source
- May provide space or funding for meetings

Chair Relationships

- Region Lead 1-1's
- Regional peer group meetings
- Chair Training / Forum
- PODS

WPO Engagement

- Townhalls
- Virtual Trainings
- Forum
- Admin / invoicing / portal
- Judy meetings

Diversity, Equity, Inclusion and Belonging

The **board of the WPO** confirms its commitment to its core values of inclusiveness, diversity, equality and helping women entrepreneurs achieve business success through the sharing of education, experience and best practices. As a global membership organization, the criteria for membership are ownership and revenue. There is a no tolerance policy at WPO for judging any company on any other basis. WPO has zero tolerance for any divisiveness. We will not tolerate any type of discriminatory practices as it pertains to race, ethnicity, age, religion, social status, sexuality, disability, or any other protected characteristics. As we move forward the Board will continue to take steps to assure that the chapters formed reflect diversity. We will do this through the recruitment of diverse Chapter Chairs and the training and education of its membership on diversity and inclusion.

The **WPO's DEIB committee** made up of Chairs, members and board members, holds the commitment to diversity, equity, inclusion and belonging, which are at the core of who we are. Our commitment to these values is central to our mission and to our impact to support the success of every member and supporter. We know that diverse perspectives solve complex business and societal problems that help the world evolve and promote the power of innovation that comes with collaborating with people with different backgrounds, experiences, and ideas.

WPO: What DEIB Means

Membership is based on **ownership, private/public company status, role, and revenue.**

- All other differences are **expected, welcomed, and protected.**
- Diverse perspectives are not a “nice to have”—they are **core to peer learning and business insight.**

What DEIB is *not*

- It is not optional.
- It is not passive.

WPO: Chair Role in DEIB

- Recruiting for diversity, not familiarity
- Facilitating for equity, not dominance
- Intervening early and consistently
- Using values as the standard for tough conversations

Head Office CC Support Team

CC MANAGEMENT

Judy Waak-Pearce, Director of Customer Engagement

judy@women-presidents.com - +1-219-363-8395

- Oversees Chapter Chairs and Region Leads
- New Chapter Launches
- Organizational strategic partnerships

Tomi Jane De'Torres,
Chapter Chair Manager

tomijane@women-presidents.com

+1-908-331-6903

When to contact:

- Main liaison for Chapter Chairs
- Contact for day-to-day operational chapter support
- Assistance with resources/processes for Chapter Chairs
- Onboarding information and support
- Financial compensation/reimbursement questions

Carly Ward-Popek,
Membership Coordinator

carly@women-presidents.com

When to contact:

- Inquiries related to membership applications, member dues payments, transfers, and queries from members

Melissa Horne,
Bookkeeper

melissa@women-presidents.com

When to contact:

- Bill.com support, inquiries related to payment processing

WPO Membership Levels

CHAPTER

- \$1 million (USD) in gross annual revenues for service-based business or \$2 million (USD) in gross annual revenues for product-based business

PLATINUM

- \$10 million (USD) and above in gross annual revenue
- Group meets three times a year at deluxe locations decided upon by the group
- Meetings are a day and a half with a visiting expert in a particular field

ZENITH

- \$50 million (USD) and above in gross annual revenue
- Group meets three times a year at deluxe locations decided upon by the group
- Group objectives are to: develop cutting edge information and strategies for fast growth companies, change how members are perceived by the media and public, and build strong connections through growth

MEMBER-AT-LARGE

- For women who meet chapter membership criteria but live in a region where there is no active chapter or cannot attend monthly meetings
- Members receive all benefits of WPO, except chapter meetings

ALUMNA

- For members who have had chapter status for at least three consecutive years
- Members receive all benefits of WPO except chapter meetings
- Members are invited to special events

WPONEXT

- WPONext is a community of women who have rotated out of traditional WPO membership but who still have a commitment to the mission, vision and values of WPO

Chapter Chair Schedule Expectations (Head Office)

In-Person:

- One-time attendance at the next available New Chapter Chair Orientation after hire. For new chapters, once their chapter has 9 members.
(timing: varies)
- Annual Entrepreneurial Excellence Forum (EEF)
May 5-9, 2026
 - May 5: Arrivals
 - May 6: Annual Chapter Chair Training (focusing on the professional development of our Chapter Chair community)
 - May 7 – 8: EEF (Agenda TBA)
 - May 9: Departures

Chapter Chair Schedule Expectations (Head Office)

Virtual:

- Onboarding Check Ins: regularly scheduled meetings with Head Office and Region Leads
 - Purpose: Connection point to ensure smooth onboarding and training.
- Region Lead Meetings: cadence to be determined with each Chair and their Region Lead
 - Purpose: Connection point on chapter progress, opportunity for you and Region Lead to strategically discuss the growth of your chapter(s)
- Quarterly Town Halls: Chapter Chair only meeting led by the WPO CEO to take provide updates and take questions on organizational updates, opportunity to hear from the global community of Chairs regarding timely topics (attendance optional, although encouraged)
- Virtual Trainings: Chapter Chair only training providing professional development opportunities designed to aid Chairs in leading their chapters (attendance optional, although encouraged)

2026 Year-at-a-Glance

Available in the Portal [HERE](#)

January

Mon	Tue	Wed	Thu	Fri
			1	2
5	6	7	8	9
12	13	14	15	16
19 New CC Orientation + Region Lead (Orlando)	20 New CC Orientation + Region Lead (Orlando)	21 Region Leads Only (Orlando)	22 Region Leads Only (Orlando)	23
26	27	28	29 Chair Training 1. Values & Branding – virtual 90 min Join via Zoom	30

February

Mon	Tue	Wed	Thu	Fri
2	3 Chair Training 2. Recruitment – virtual 90 min Join via Zoom	4	5	6
9	10	11	12	13
16	17	18	19	20
23	24	25	26 Chair Speaker, Topic TBD – virtual 90 min Join via Zoom	27

Chapter Chair Success Path

New Chair Success Path: Build & Leading a Thriving Chapter

Purpose: This is your guide to help you build and lead a successful WPO Chapter. Keep it handy - flag in your email, or store in a WPO folder for quick reference.

Your Mission: Onboard 15 members in 15 months to form a vibrant, diverse and successful chapter of qualified entrepreneurs.

Phase 1: Introduction to WPO

★ **Goal:** Understand the WPO mission, support tools, and your role as Chair.

Key Steps – Introduction to WPO	Resources
<input type="checkbox"/> Welcome! Meet with your Region Lead and Judy to get clarity on next steps for your transition or chapter launch. This gives you momentum, support, and an early view of what success looks like. Review Onboarding Package from Head Office.	Judy + RL Chapter Chair Manual (PW: CCManual23) Quick Reference Guide
<input type="checkbox"/> Systems Setup: Set up your lead tracker (spreadsheet or CRM), WPO email address (optional)/signature, and vendor accounts like Bill.com. This makes admin smoother, so you can focus on connecting with prospects.	Chapter Chair Onboarding (PW: CConboarding23) Brand Style Guide WPO Signature Template for Chapter Chairs
<input type="checkbox"/> Onboarding Check Ins: Schedule Onboarding Check Ins for next few months with Head Office and your Regional Lead. Two of the Head Office trainings will cover the Membership Application Process and the WPO Member Portal + CC Online Resources.	Tomi Jane + RL WPO Application Journey Chapter Chair Hub

Phase 2: Chapter Building – Plan & Host your Launch Event

★ **Goal:** Identify ideal candidates and host a recruiting event to spark your chapter's growth. There will likely be overlap with the first phase as some things can be carried out concurrently.

*If you are inheriting a chapter, we encourage you to review this section, as this will apply to future recruiting as a Chapter Chair.

Key Steps – Chapter Building	Resources
<input type="checkbox"/> Plan Your Recruiting Event: Set a date (with at least 8 weeks' lead time), coordinating with WPO and your sponsor. Aim to create a “wow” experience that reflects the WPO brand.	RL + Judy Mechanics of Launching a Chapter & Recruiting in Your Community
<input type="checkbox"/> Prospecting: Identify your first 80+ prospects using your network, LinkedIn, and referrals.	Head Office to help provide cold lead lists.
<input type="checkbox"/> Begin Outreach: 60 days out, begin inviting candidates via email and LI. Simultaneously begin warm outreach to at least 3–5 potential members per week. Leverage your network - every conversation counts. Personalized approaches work well.	Head Office to develop marketing material
<input type="checkbox"/> Host Event: A successful event typically results in 3–5 strong applications. Spotlight PeerView in a live demo if possible. Keep in mind the ultimate goal is to start securing at least 9 applications to start the chapter within 60 days.	Format of Launch & Recruiting Events
<input type="checkbox"/> Follow up Promptly: Within 48–72 hours, follow up with all attendees to gauge interest, answer questions, and book interviews. Speed builds trust.	See “Membership Benefits & Pricing” document within CC Manual Recruitment Toolkit (PW: CCManual23)
<input type="checkbox"/> Interview Candidates: Get to know the candidates to gauge interest, and confirm alignment re: revenue, ownership, leadership role, and values.	WPO Recruiting & Sales Script - Conversation Guide WPO Application Journey

WPO Branding



BRAND PERSONALITY

As a Power Sharer, the Women Presidents Organization (WPO) understands that success depends on collective wisdom and support as much as it does individual ambition. We believe in sharing with others the unique vantage point we've reached with the help of those who've come before.

WE'RE SOPHISTICATED

We've seen what the world has to offer, and we've learned its secrets. Our deep experiences have refined our understanding of how to achieve our goals.

WE'RE COMPASSIONATE

We treat other members as we would like to be treated, and we are quick to offer perspective or extend a confident hand, recognizing the strength in vulnerability.

WE'RE COLLABORATIVE

We get that it is through collaboration and collective wisdom and experiences that we stand the best chance of succeeding individually.

WE'RE HOLISTIC

We speak from both the head and the heart, and we acknowledge that our members have emotional as well as intellectual needs we can serve.

BRAND PILLARS

Get Access

THE GROUP

WPO provides access to accomplished women leaders who share insight gained from real-world experience.

All WPO members are in leadership positions of second-stage businesses and beyond.

WPO has been helping women leaders succeed in business for over a quarter century.

WPO provides access to leadership education via Harvard Business School.

Members receive access to exclusive experiences and business offers.

WPO members forge meaningful relationships with peers who celebrate one another's successes.

Find Inspiration

THE INDIVIDUAL

Inspired by successful peers, WPO members experience game-changing breakthroughs.

Our proven roundtable facilitation process is designed to spark insights and drive solutions.

We foster trusting, confidential environments in which women can explore options, weigh alternatives, and gather perspectives.

Our annual conference brings together inspiring women leaders from all over the world.

Skilled facilitators guide meetings and deliver compelling programming.

Peers learn from each other's experiences and in turn deepen their own capacity to lead.

Make an Impact

THE BUSINESS

Through connection and collective wisdom, the WPO empowers members with the confidence to make high-impact decisions.

Membership in WPO generates actionable insights members use to drive real business results. 77% of WPO members do business with other members, fostering one another's growth.

Our members receive a significant return for the monthly time invested in participation.

Members identify relevant business trends that open new avenues of opportunities for each other.

Peers provide unbiased observations and insights free of the potential bias inherent in advice for hire.

Our brand story is written to inspire and engage both internal and external audiences. It is told in our unique voice and tone.

Ambition is what got you to where you are today, but collective wisdom will take you even farther. The WPO is an environment where women business leaders access the very thing we find missing no matter how much we've achieved: the understanding, support, and counsel of entrepreneurial equals.

We have made it our mission to assemble that peer group, and because we've witnessed—for a quarter of a century—how big an impact it can make in the lives of our members, we're always looking for new ways to share the wealth of our combined experience, to learn from unique perspectives, and to listen to fresh voices.

We are quick to offer perspective or extend a confident hand, recognizing the strength in vulnerability. We've seen what the world has to offer, and we believe in sharing those insights with women who will take them to new heights.

We provide access. We inspire breakthroughs.

We facilitate greatness. We are the WPO.

Branding as a Chapter Chair

- **Email Signature**

Use the official Chapter Chair signature

- **Email Address**

Consider your current email address format. If desired, set up a separate email account for WPO (i.e. yourname.wpo@gmail.com)

- **LinkedIn Positioning**

List yourself as WPO Chapter Chair in your experience, and wherever possible in your profile

Utilize WPO templates and messaging when talking about WPO

Repost WPO LinkedIn content

[FULL NAME]
WPO [CHAPTER NAME] CHAPTER CHAIR

WOMEN PRESIDENTS ORGANIZATION



women-presidents.com

[EMAIL ADDRESS]

[PHONE]

Tools for Communicating WPO Brand

2026 WPO Member Benefits

BECOME A MEMBER

WPO members must be the CEO, President or Managing Director of a privately-owned business, running the day-to-day management of the company, and have ownership in the business. Gross revenues of the company are at least \$2 million USD for product-based businesses, or \$1 million USD for service-based businesses.

PEER LEARNING & NETWORKING

- In monthly meetings across the world, WPO members take part in professionally facilitated peer learning groups, conducted in WPO's proprietary PeerView™ format, to accelerate the growth of their businesses
- Peers provide unbiased observations which enables members to explore options, weigh alternatives, and gather perspectives together, free of the potential bias inherent in advice for hire
- Access to accomplished women leaders from diverse, non-competitive industries who share insight gained from real-world business experience in a trusting, confidential setting
- Members can utilize the WPO member portal to access a worldwide membership directory, featuring members who hold leadership roles in second-stage businesses and beyond

EXECUTIVE EDUCATION

- Opportunity to participate in the WPO Entrepreneurial Excellence Forum, the premier gathering of women entrepreneurs who lead multi-million-dollar businesses
- Webinars presented by subject matter experts, open to members and their company staff
- Regional meetings, retreats, and chapter-to-chapter exchange events, at the invitation of a local chapter

EXCLUSIVE BENEFITS & OPPORTUNITIES

- E-newsletters to keep updated on the latest opportunities and benefits of membership
- Invitations to leverage business success with global award opportunities (EY Entrepreneur of the Year, 50 Fastest Growing Women-Owned/Led Companies, Women to KNOW, ICSB, IWEC), advisory board invitations, and connections to hundreds of partner programs
- Eligibility for special promotions from WPO sponsors

2,000+

OF MEMBERS

Meeting across 145+ chapters in over 10 countries.

\$15.1

MILLION

Average revenue of member companies.

105,603

EMPLOYEES

Aggregate number of employees at member companies.

PeerView

THE MODEL BEHIND BETTER DECISIONS AND CONFIDENT LEADERSHIP



THE POWER OF THE WPO MEETING MODEL

The WPO Meeting Model is a structured, transformative framework that cultivates trust, authenticity, vulnerability, and meaningful connections among women business leaders. More than just a meeting, it provides a confidential space where members integrate both their personal and professional experiences, fostering deep discussions that drive impact.

WHY IT WORKS

-  **SAFE & SUPPORTIVE**
A confidential, all-women environment that removes competition and fosters open, authentic conversations.
-  **A TRUE PEER COMMUNITY**
A unique forum where women leaders with shared experiences provide meaningful support.
-  **CELEBRATE & NAVIGATE**
A space to recognize achievements and tackle challenges alongside like-minded peers.
-  **DESIGNED FOR DEPTH**
Structured to ensure dynamic discussions with diverse perspectives.
-  **THE WPO PEERVIEW MODEL**
Encourages deeper reflection beyond storytelling, focusing on real impact and growth.

BEYOND SHARING—IT'S ABOUT MEANINGFUL CHANGE

The WPO Model goes beyond traditional discussion formats. With a structured, time-boxed approach, every voice is heard and issues are explored deeply. Members don't just discuss wins and challenges; they uncover why they matter. By following a proven framework, WPO meetings foster real learning, support, and growth. It is this unique structure that makes WPO not just a network, but a catalyst for transformation.

WPO: Elevator Pitch

- 1 min each
- Pretend you are at a networking event filled with women entrepreneurs. How will you communicate the value of WPO?



Thank you.



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