**Convince Your Boss - HOW Women Lead**

You started out as a designer, or writer, or marketer—someone whose job it was to *make* things. But after years spent mastering your craft, you realize that making things isn’t the hard part anymore.

As a new or aspiring leader faced with a host of fresh duties you were never trained for, or an established leader looking to break through to the next level, does this sound familiar?

If so, you probably don’t have to convince yourself that you should attend the one-day **HOW Women Lead Summit**. But everyone reports to someone, and you do need to convince your boss.

We’ve done just that on numerous occasions—so here is a brief guide to getting your boss on board and taking the first steps toward joining an incredible and inspiring community of like-minded leaders.

1. **Chart Your Course**  
   First things first: Study the lineup for the event, and see which sessions feel absolutely critical to you, your personal development—and your organization. Consider challenges your company is facing, aspirational goals for more inclusive leadership that might have been outlined in reports (possibly for years), and how the skills and intel you can pick up at the conference can fuel all that, and more. Your upper management will be wondering how your attendance will benefit not just you, but the company at large. So, tell them up front.
2. **Note the Numbers**The data around female leadership—especially in the creative industry—is often dismal. But that doesn’t mean you can’t put it to work for yourself. Some statistics that are perhaps worth gathering as you begin to make your case:
   * Men occupy 65–95% of leadership roles throughout the world (*Forbes*)
   * Women of color are disproportionately impacted by this disparity, accounting for 4% of C-suite positions in the U.S. despite representing 20.3% of the population (*Forbes*)
   * 53% of designers are women, but they only account for 11% of creative directors (*3% Movement*)
   * Studies show time and again (and again) that female leadership continually yields results across the board. As *Fast Company* noted, “by driving more engaged employees, women leaders save their organizations $1.43 million for every 1,000 employees.”
   * Still, women continue to earn only a fraction of what their male counterparts make (various)
3. **Plot Your Points**  
   Once you have your key points outlined, assemble them into a one-pager—or a series of talking points—that you can present to your boss. Let them know that it’s a one-day opportunity that could literally change the course of your career—and their business, with continued learning opportunities available to you and your colleagues thanks to the on-demand recordings you’ll have access to from the event. Invite your boss to sit down so you can walk them through the website and lineup, where they can see firsthand the high-caliber industry pros who will be leading the sessions, and the topics covered. And finally, provide some immediate ROI by offering to do a high-level presentation of what you gleaned from the summit after you’ve returned, or a slide deck that your colleagues can peruse on their own time.
4. **Make Them Understand Why It Matters to You**From work/life balance to salary negotiations to unmuting yourself in the C-suite to managing up, down, and sideways, if there’s a particular part of the summit that really resonates with you and what you’re facing (or have faced) in your career—tell them. Help them understand why it matters, and how such a summit can make a mark on your career—and ultimately, the business at large.

Of course, if there’s anything you need from us to make your case, don’t hesitate to reach out. We’re ecstatic about this new event—and we can’t wait for you to be part of it.