

AWE SAN FRANCISCO

September 2011

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Therapeutics*,
Patty
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Liz Tennican,
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AWE SF Launches at The Fairmont Group Retreats Ready to Roll this Fall

There was something elevating about our launch in San Francisco on August 22nd, and it wasn't just the panoramic views from the Fairmont Towers' 21st floor. The room was buzzing with talk of new entrepreneurial ventures, businesses built and sold, tales of

both climbing and entirely re-engineering the corporate ladder, career transitions and the challenges of being an MBA Mom. Standing among such a galvanized group of women has a way of making you think that anything is possible. We may not be on top of

the world, but gathering together that evening, it sure felt as if we're well on our way.

On that note, AWE SF groups are in the final selection and curation phase. Retreats are scheduled for October and November. Onward and upward!



Time is running out...
If you haven't joined yet, **GET ON IT, girls!**

HERE'S WHY

You could be our latest success story, like this one...

To my fellow "AWE"-ers,

As of yesterday, after much discussion, negotiation and transition planning, I am now "officially" in place as CEO. I want to thank each and every one of you for the guidance, support and insight you've offered me since our June retreat in Marblehead. Elise, most importantly, has been a wonderful coach as I prepared for this strategic transition and set the tone for (as she calls it) my personal "brand" of leadership. I am grateful to her and the rest of the Boston AWE team for helping me get to "next" with this, and know that I will only draw on the group more as time passes. See you in November!

Heather Coughlin
Newly appointed CEO, ISIS Parenting



Nibbling, networking and toasting one another while overlooking the Golden Gate Bridge.



AWE Benefits

Network. Unwind. Transform.

Expand Your Mind, Roladex and Sense of Possibility

Targeted, High Impact Networking w/ Top Tier Local & National Members

Best Practice Strategies, Tools & Resources for building your career, business, leadership skills and life plan

Solutions to Career, Entrepreneurial & Life Challenges

One-on-one Coaching to clarify your goals, offer practical strategies & support achievement

Reasonable Membership Cost, High Return on Investment

Luxurious Overnight Retreats to Indulge holistically

YOU time. Disconnect from your every day. Re-connect with your best self.



Leslie Barber, Co-founder & Co-President, *Nutrabella*, and Alison Short, *Encore Media*

Next Steps

To learn more about which **AWE** group is right for you, pricing details, membership benefits and upcoming retreat dates & topics

Email us at info@myAWEonline.com

Or call to schedule an interview with **AWE** Founder at **646.896.1081**



Kate Gorman of *Farallon Capital*, Jennifer Schaeffer of *Aon*, and Lisa Ott



Founder, Elise Lelon

On AWE's ROI & why propelling women forward is her passion

Research shows that during times of economic stress, people need *more* support, not less. And yet, too often, when faced with challenging crossroads, we cut back on the very lifelines that make us feel most empowered, energized and productive. At first glance, we might see this as a prudent response on behalf of our bank accounts. Sadly, the truth of this trimming amounts to a shortsighted monetary policy for the lifetime investment that is each of us.

As women, in particular, we fall into the “cut back trap” because we’re still socialized to put others before ourselves. Selflessness is admirable. But, if we’re running on empty professionally, emotionally, socially, physically, and/or spiritually, there won’t be enough fumes to save anyone, including ourselves.

This cycle of support insufficiency extends into the workplace. A recent McKinsey report shows that working women at all stages are not getting the career development, mentoring and coaching they need to reach higher corporate ranks. No wonder only 12 of all *Fortune 500* CEOs are female.

Whether corner office executives or stay-at-home Moms, most of us are surrounded by people with agendas. Bosses and boards, senior management teams, colleagues and clients, parents, husbands and children. What do they all have in common? Axes to grind. *Of course*, they have deep respect and affection for us. But, in each and every case, our choices impact them -- directly or indirectly. So, it’s not only *our* agenda they consider in offering counsel. Their agendas factor in too. Hey, it’s only human. They’ve got skin in the game.

At AWE, we play by different rules. Axes and conflicting agendas aren’t on the invite list. Our membership selection, group curation and facilitation processes focus on non-competitive dynamics within groups and the spirit of abundance rather than scarcity. AWE is a rare opportunity to share our biggest challenges and truest selves with other carefully handpicked women who have no agenda but to inspire success -- for themselves and the women around them. We think that’s an investment worth making.

Sharing the very personal story of AWE at the recent SF Launch.

