

# Please Join Your Fellow Corporate Leadership Circle Colleagues on Thursday, June 11th, from 12:30 - 2:00 PM Eastern for This Timely Conference Call

Join **Claire Shipman** (Senior National Correspondent, Good Morning America) and **Katty Kay** (Anchor, BBC World News) to hear about their new book ***Womenomics: Write Your Own Rules For Success***, to be published on June 2<sup>nd</sup>.

We are delighted to bring you an early opportunity to hear about this book, which is certain to make news, and the chance for you to ask questions of the authors. ***Womenomics*** documents a workplace revolution that is already unfolding—an extraordinary and largely unnoticed rise in the power of women in the workplace combined with a push for more flexibility, more control over lives, and a new way of working. In these difficult economic times, women are more valuable than ever to the bottom line of the business world.

Among the topics the authors will cover are:

- Studies that link the proportion of women managers to profitability
- Information on women’s product savvy and buying power
- Data on what the younger generation wants in the workplace today—and how that aligns with what women have known was needed
- The skills most important for success today
- How to gain professional freedom by capitalizing on the approaching wave of “Womenomics”

**Please invite your employee networks and colleagues in other parts of your company to join the call!**

Here is some advance praise for ***Womenomics***:

“Employers should be listening to what talented women want and use this book to hold up their end of the bargain, so that the best and brightest can have both a job and a life.”

- **Rosabeth Moss Kanter, Harvard Business School and bestselling author of *Confidence***

“Shipman and Kay give women a step-by-step guide to leveraging their power to restructure their jobs, reshape the workplace, and create the lives they’ve always wanted. Every woman who’s ever been knocked off course in the quest to have the elusive “All” should run out and buy this book today!”

- **Dee Dee Myers, Former White House Press Secretary and author of *Why Women Should Rule the World***

“Womenomics makes a compelling statement about the economic impact women can have in the workplace. A largely unseen but powerful shift is underway, and Shipman and Kay offer valuable ideas on how to capitalize on this trend. This isn’t just a book for women – everyone can benefit from reading it.”

- **Sheryl Sandberg, COO, Facebook**



**womenomics**

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**1. write your own rules for success**

**2. How to Stop Juggling and Struggling and Finally Start Living and Working the Way You Really Want**

CLAIRE SHIPMAN  
GOOD MORNING AMERICA

KATTY KAY  
BBC NEWS

**Moderated by Ellen Galinsky, President, Families and Work Institute**

To register for the “Womenomics” conference call, please e-mail Carol Bryce-Buchanan, Director of Development, Families and Work Institute at [cbryce-buchanan@familiesandwork.org](mailto:cbryce-buchanan@familiesandwork.org)

**All participants must be registered.**

**Call-in details and accompanying materials will be emailed to all registered participants.**

**And to read Families and Work Institute’s pertinent and most recent report**

***Times Are Changing: Gender and Generation at Work and at Home,***

**please go to: [http://familiesandwork.org/site/research/reports/Times\\_Are\\_Changing.pdf](http://familiesandwork.org/site/research/reports/Times_Are_Changing.pdf)**

**Claire Shipman** is the senior national correspondent for ABCNews’ *Good Morning America* and a regular on *This Week with George Stephanopoulos*. She lives in Washington, DC with her husband and two children.

**Katty Kay** is the Washington correspondent and anchor for *BBC World News America* and a contributor on *Meet the Press*, *Charlie Rose* and the *Chris Matthews Show*. Kay lives in Washington, DC with her husband and four children.

**Families and Work Institute (FWI)** is a nonprofit center for research that provides data to inform decision making on the changing workplace, changing family and changing community. FWI’s research—on early childhood, youth and the workforce—typically takes on emerging issues before they crest, often changing the language of debates to move the discussion forward. For more information and for a complete listing of FWI’s publications, please visit our Web site at: [www.familiesandwork.org](http://www.familiesandwork.org)

**FWI’s Corporate Leadership Circle (CLC)** offers a unique opportunity for leadership companies to stay ahead of the curve on issues that relate to the changing workforce, family, and community through conference calls, our annual Briefing, media and PR alerts, discounted conferences and publications, “Cluster Calls,” and “Thought Leader Briefs.” <http://www.familiesandwork.org/site/support/clc.html>