Strategy Session Notes (May 16th 2024)

Topic 1: What more can we do for the senior women group in our membership to connect and elevate?

Add to Board meeting scorecards to ensure we are working together our two immediate goals raised: Are we doing anything impactful for our senior women? Are we making measurable differences to increasing membership? (@Melody and Alexa)

- Key Points:
  - Identify senior women and their spheres of influence (using **CRM tool - @Melody and Alexa**).
  - Address what are the cultural resistance within the organization (@Leadership)
  - Focus on giving back, creating impact, and leaving a legacy for senior women members

- Suggested key WIFM Initiatives:
  - Development classes (@Leadership): to address the transformative skillsets for upward positions and internal advancement.
  - Address the needs of the Luminaries group (restlessness, sense of purpose, legacy). Leverage Luminaries within WIFM more effectively, including prior gala winners: Annette, Supurna, Sharon
  - Raise the exposure of senior women, eg: speakers bureau, spotlight series, masterclasses. (@Events)

- Methods:
  - Networking (e.g., golf, wellness, board training, job mobility like recent Options One event) (@Events)
  - Access to senior job opportunities (WIFM Connect/Whisper Network/Partnership with recruiting firms) (@Sponsorship and Member)
  - Board training or partnership (@Nominating and Governance).
  - Connections with C-suite/business heads and WIFM Connect (@Nominating and Governance).

- Ideas:
  - Monthly spotlight series on members **(Communications)**
  - Develop a talent resource pool for board positions (recruitment).
  - Establish a speakers bureau **(Communications)**
  - Engage Luminaries (retired senior women) as mentors, with examples like Annette N., Beth A., and Brenda M.
  - Establish a new committee focusing on "Creating an Impact."
  - Emphasize leadership development.
  - Initiate "POM" (People on the Move promotion or highlight job changes) newsletter updates **(Communications)**
  - Collect/enrich data on members with over 25 years of experience.
  - Organize an exclusive invitation only bi-monthly dinner series with names known (small group of 10-12) **(Wolfpack + Advisory)**
  - A larger format featuring wine/cocktail hours every 6 months - social media tile on who is going? Bring a plus one

<u>Topic 2: How can we accelerate the growth pathways of membership and sponsorship in capital markets, securities and fintech in the next 12 months? Which other areas do we want to pivot to in finance in year 2-3 that really advance women to senior levels?</u>

- Suggested key WIFM Initiatives:
  - Associate members affiliation
  - Increase gala sponsors.
  - Pursue mergers, acquisitions, and collaborations with other women groups and firms' women's networks.
  - Membership vs Social following

- Methods:
  - Bring a targeted friend to each WIFM event. Encourage current members or sponsors to invite specific individuals who would be interested in active participation.
  - Joint venture (JV) specific events with select women's networks.
  - Create a list of women organizations/networks to target, eg. women in tech, women in payments
    - Incoming **(Governance and Nominating)**
  - Make content more scalable (e.g., Hedge Fund alerts, WIFM Digest).
  - Conference 2025 topics **(Leadership)**
  - Easier way to join us a member (eg: LinkedIn integration) **(Melody & Alexa & Rachana)**
  - Add a Board member in Fintech and Capital Markets **(Governance and Nominating)**

- Key points to retain:
  - Content
  - Identity
  - Reputation
  - Credibility
  - Be specific and intentional

- Pitfalls to avoid:
  - Quality vs Quantity
  - Targeted: Some organizations want to get more from our membership.

- Topics to incorporate now (@Events):
  - Cybersecurity- risk and resiliency. **(Events + tap Rachana)**
  - Co-event w Women in Payments **(Events + tap Dawn)**

- Other areas to expand into in 2-3 years:
  - Private markets.
  - Wealth management and wealth expansion.