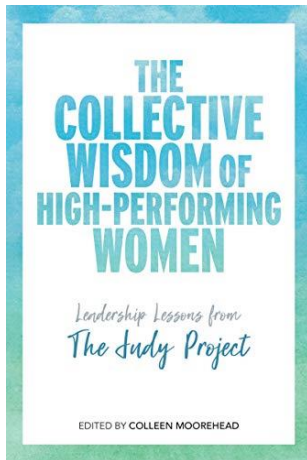


## The Judy Project



**"If you see one, you can be one!"** This important new book for businesswomen looks at the ten key characteristics of today's winning leaders. These characteristics - like compassion, honesty, and authenticity - were once seen as feminine weaknesses in business. But today, they define the leader who strengthens organizations rather than undermines them.

For years, women have been told that to become strong, successful leaders, they need to act like men. But the Judy Project, created over 16 years ago, has proven that women can lead differently with success. We had the pleasure of hearing the stories of four incredible women from the Judy project, who shared the experiences which helped shape the leaders they are today.

**Nancy Vonk**, Co-Founder of Swim, spoke on honesty and telling the truth. She believed there was much to be gained in work and life by saying the right thing... even at the risk of losing her job.

**Maria Theofilaktidis**, Executive VP and Chief Compliance Officer at ScotiaBank spoke about leading with compassion. Maria shared her father's story of being ridiculed as he tried to register her birth in the new country her family had moved to so they could ensure a good future for her. As a result, Maria's focus is on respecting individuals for the value they bring to the team, regardless of role, education or status.

**Sandy Sharman**, Senior VP and Chief Human Resources at CIBC touched on lifelong learning and authenticity. Sandy made a commitment to get her MBA at night over a period of 4 years just after having her second child, with the full support of her family. At 35 years of age, she made three promises that would keep her "authentic" to her true self: always being there for her children's milestones, ensuring that her family's financial future and retirement was secure, and achieving these goals as a family team.

**Beatrix Dart**, Founder and Executive Director at Rotman Initiative of Women in Business shared her journey of reinventing herself after having children, moving from the corporate world to academia and loving it.

Listening to these women, along with the Co-Founder of the Judy Project, **Colleen Moorehead**, reminds us that we can lead as women and that we should strive for not only the top, but be the best authentic female leaders we can be.

## Testimonials

*"Thank you for a wonderful event last night! My niece and I really enjoyed it. I wish my daughter could have come as well! Great speakers and an incredible effort!" - J.C.*

*"Thank you for including my daughter and I last night. What a wonderful event. Your speakers were very inspirational and resonated with all of us, young and older." - I.R.*

*"Thank you so much for the great event on Thursday! I'm just settling in to begin reading the book and I can't wait to get started. I didn't realize you did so much in this space of supporting women in business - it's so important for the next generation." - K.S.*

*"What a marvelous evening! The energy, passion and compassion in the room were inspiring. Your events always contain nuggets of thought and perspective to think about and act on. Last evening was a shining example." M.S.*

*"Thank you so much for inviting me. As I have said before, your clients are fortunate to have you on their life team. Thank you for the book - an unexpected gift. I look forward to reading all of the stories." - D.G.*

*"I wanted to thank you and your team at T.A.G. for an inspiring evening at Verity last night. You always do an amazing job of profiling exceptional women who are trailblazers and senior leaders in the workplace. It was great to have you kick off the event with your own personal story. My daughter was especially appreciative of having the opportunity to meet a few of the panelists in person. She is not challenged in her current role and is seeking a new HR opportunity... she now has a couple of senior executives to follow up with." - S.P.*