



EVENTS & WORKSHOPS

**PASSION
COLLECTIVE**

MAKE YOUR OWN PATH

2023

CONNECT WITH PURPOSE

Build your brand impact while "walking the walk" of empowering women inside and outside your organization.

You know how hard it is to have your brand stand out. Whether you're looking to attract women leaders for key roles, or new clients, it's important that you look different, that you feel different.

And, as a purpose-driven company, you want to do it **right**. This is not a box-checking exercise. You're serious about diversity and equity, and you're JUST as serious about attracting and growing your women leaders.

Passion Collective events and team membership are turn-key solutions to help you build community in the right way.



"Atomic Data is a diverse organization with more than 40% of our team belonging to minority groups. We are experiencing rapid growth, and it's vital for our business success that we continue to not only attract standout professional women, but that we also do all we can to provide professional and personal growth opportunities for our current team.

We've been a partner of Passion Collective since 2019, and we've found that the community has given our women team members connection, motivation and focus to excel not just for Atomic Data but for themselves, too."

Jim Wolford

CEO, Atomic Data, Game Day Technologies,
The Foundation

MAKE IT MATTER

“Passion Collective has given women at Atomic Data an opportunity to grow and engage with one another in a unique and powerful way.

You don't get these kinds of experiences and conversations anywhere else. I personally have left every session feeling inspired and wanting to live a more meaningful life both professionally and personally.”

— Hannah Wagner, Passionado and Atomic Data team member



WHAT WOMEN LEADERS WANT

You already know the reality – having a gender-inclusive workplace is **better for business**. Perhaps you've already met your people goals, and you're looking for creative resources to give your women leaders benefits, or maybe you're still looking to attract them.

Either way, you need **creative** and **meaningful** ways to incentivize, nurture and retain the talent you cherish.

62%

Gender inclusive organizations see 62% greater revenue growth*

73%

of gender inclusive businesses say they lead their field in customer satisfaction*

What's more, women at work want **purpose at work****, they want **opportunities to deepen their professional and personal development**, and **flexibility** to do this how and when they want.

* IBM: Women, Leadership and Missed Opportunities (2021)

**Psychology Today: Job, Career, Calling: Key to Happiness and Meaning at Work?

WE CAN HELP YOU BUILD COMMUNITY, AND YOUR BUSINESS.

ATTRACT TALENT AND CLIENTS

Show talent prospects and potential/existing clients that you care about investing in women.

HELP YOUR TEAMS NETWORK WITH PURPOSE

Networking isn't a sin: it's just hard!

Create the chance to bond as humans, not just as business cards.

NURTURE YOUR WOMEN TEAM MEMBERS

Create space for mentoring and support can flourish.

Our custom workshops are two-way, giving participants time to invest in themselves.



"At Auer Steel, our company values are based on the desire to help others, so for us, partnering with Passion Collective helps us to do that. It **provides opportunities for our women to network with others outside of their industry**, and also demonstrates our commitment to making a positive impact with the issues that matter."

Jeff Curtes

VP, Special Projects,
Auer Steel

CUSTOM EVENTS

We make it easy:

Topic creation + speaker prep

Speaker sourcing and management

Marketing material creation and guidance

Location finding

Event hosting, workshop facilitation

Investment: starts at \$5,000
Speaker fees, venue, travel and F&B costs not included.

You know how much work it takes to curate and deliver powerful content that makes a difference to your teams, client and prospects.

Partner with us to design experiences that will give practical inspiration to your teams, helping them to build relationships together.

We'll bring you leading women's leadership experts, work with them to curate event content and host and facilitate your event.

" I am even more thankful that Auer Steel helped arrange this Women in HVAC session. I got so much out of it and can not wait to come again. It helped me to realize how burned out I have become and that asking for help is not a weakness. I would not have realized this so soon without this conversation." Auer Steel client, event attendee.

AUER STEEL'S STORY



Auer Steel hosts a "Women in HVAC" group that brings together hundreds of team members, suppliers and clients across the Midwest every year.

Their challenge? **Participation and resources to manage the program.**

We partnered with the team to create a year-long content series, where we curate and deliver unique in-person AND virtual events.

The result? Happy clients, team bonding and a relieved Auer team!

Topics:

Finding Your Fierce: How to Fight Imposter Syndrome.

A Woman in a Man's World: One Leader's Journey as a C-level HVAC Leader.

Redefining Success and Self-Care.

Clear the Clutter: How to Rethink Productivity.

Mastering Communication Between the Genders

ABOUT US

Passion Collective helps women help each other thrive in work and life.

We believe that having a deeper connection to the things that [light us up](#) helps us create more meaning in our work, shape our identity and reinforces our purpose; all of which are essential to living happier and more fulfilled lives.

Founded in 2014, our community connects women through events, workshops and coaching programs - both virtual and online, via Passion Collective On Demand.

8000+

**PASSIONADOS
(AND GROWING)**

MN+

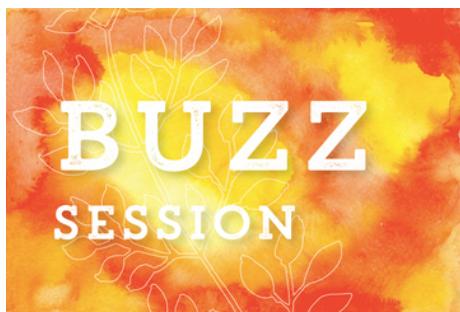
**CA, OR, TX, IL, NY,
UK, NETHERLANDS,
DUBAI...**

PASSIONADO PROFILE

- 28-50+
- VP, Director level corporate employees
- Small business CEOs/founders, entrepreneurs, consultants
- Ambitious, successful, now seeking new ways to create positive impact
- Wants to give back, at work and in community
- Rediscovering their creativity, eager to try something new
- Prioritizing learning, wellness and leadership

WHAT WE DO

We inspire women to rediscover what lights them up through purposeful connections, shared experience and practical inspiration.



In-person story-sharing, happy hour and workshop



Coaching series with top leadership coaches



"Come as you are" networking



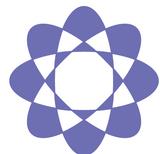
Social hours, for relaxing and connecting



Virtual versions of Buzz Sessions



Trips to places that spark creativity and curiosity



ATOMIC
GRANTS

Micro-grant program giving cash and coaching to women following their passion.



Self promotion skills development and education (Google's partner)

WHAT PASSIONADOS ARE SAYING

Passion Collective brings together such a diverse community of women - from those just starting professional careers to those with many years of experience - who are all seeking to better connect inspiration and meaning across our work and our lives. Smart idea sharing, great support, and tons of go-get-it enthusiasm and energy.

You'll leave inspired.

EMILY, CMO, AGENCY LEADER

You've inspired me! I'm starting my own platform to share the journey we face as a caregiver of a special needs child.

GENEVIEVE, COMMERCIAL INSURANCE ADVISOR

Passion Collective is about connecting, not just exchanging business cards.

LESLIE, BUSINESS DEVELOPMENT LEADER

Discussing my thoughts and feelings helped me process what I was thinking, and taught me that it's ok to feel the feelings I do and that I'm not alone.

KRISTEN, VP STRATEGY

Life goes better when people are connected and can tell it.

LINDA, HEALTHCARE LEADER



I've finally found a place where I fit in.

INGA, HR MANAGER

The best part was getting to meet some strong, funny, creative women and the opportunity to learn and encourage each other about our work and life paths.

MARI, PROJECT MANAGER



Let's help women make positive
change happen - together.

**PASSION
COLLECTIVE**

MAKE YOUR OWN PATH