

# BE BOLD FOR CHANGE:

WSB Voices on International Women's Day

WashingtonSpeakersBureau®

## How Do WSB Speakers Plan To #BeBoldForChange?

Dear Amanda,

Today we celebrate **International Women's Day** to highlight the social, cultural, and political achievement of women. The theme of this annual day of action is to "**Be Bold for Change**" to help girls and women unleash their potential through education, economic opportunity, and cultural awareness.

As Co-CEO of WSB, it is an honor to work with some of the **most powerful and inspiring women** in the world, and play a part in delivering their extraordinary messages to audiences.

We asked our speakers to share how they intend to **be bold for change** this year and beyond. Interested in connecting with any of these exceptional women? **Please reply to this email or visit us online.**

Regards,



Christine Farrell, Co-CEO  
Washington Speakers Bureau



### AMY CUDDY

Social Psychologist; Associate Professor at Harvard Business School and Harvard School of Public Health; Best-Selling Author, *Presence*

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*"Our research shows that by age 4, children associate expansive body language with male and collapsed body language with female. By age 6, that association is significantly stronger. And by the time they start middle school, our daughters are beginning to shrink, to hide, to fold in on themselves. Let's change this. When you see your daughters begin to collapse, intervene. Show them examples of girls and women in triumphant postures, moving with a sense of power, speaking with authentic pride. We don't need to tell women to be like men. But we must teach our daughters to unapologetically expand, to share their ideas, to show their strength. Let's stop thinking about powerful postures as masculine and powerless postures as feminine."*



## KELLY AYOTTE

U.S. Senator (2011–2017); Attorney General of New Hampshire (2004–2009)

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*"As a mom, I want my daughter Kate and all young women to have the opportunity to follow their dreams and achieve their full potential. As we celebrate the incredible contributions that women make to our country, we also renew our commitment to advancing women's rights in every corner of the globe so that they can be equal citizens and active members of society."*



## RESHMA SAUJANI

Founder and CEO of Girls Who Code

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*"In 2010, I ran for Congress. It was the first time in my life I'd done something that was truly bold and brave, where I didn't worry about being perfect. On this International Women's Day, I encourage young women around the world to be bold for change and try one thing that's risky, where you might fail. Together, we can start to undo our socialization of perfection and create a generation of women who are brave and unafraid to fail."*



## KAT COLE

Group President, FOCUS Brands Inc. (Parent Company to Cinnabon, Auntie Anne's, Carvel, Moe's Southwest Grill, Schlotzsky's, McAlister's Deli)

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*"I will continue to **be bold for change** by remembering to never confuse having a seat at the table with having a voice – so often women get an opportunity and are 'happy to get there' – and may not leverage the power of an audience or seat at the table by truly speaking up. I remind myself and others: when we get a seat at the table, we must speak up – otherwise there's someone else out there who will. I will use the platforms and opportunities I have to lift up other women and advocate for diversity. I'll also continue my commitment to the United Nations Foundation and support projects around employment and livelihood for women around the world. As a child of a single parent and the oldest of three daughters, I've seen firsthand the power that employment and pride in a woman's livelihood has on her entire family and the community."*



## NGOZI OKONJO-IWEALA

Finance Minister, Federal Republic of Nigeria (2011-2015, 2003-2006); Managing Director, The World Bank (2007-2011)

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*"The case has now been solidly made that educating girls and women and empowering them improves household income and well-being and boosts economic growth. So the issue becomes how do we achieve this in practical terms? As finance minister of Nigeria, I decided to **be bold for change** and propose additional budgetary allocations as incentives for agencies producing positive results for girls and women. It worked. Over 5,000 women and girls got access to improved seeds and fertilizers, clean water, better health services and training in information technology."*



## JENNA HAGER

Best-Selling Author; Contributing Correspondent, NBC's *Today*; Chair, UNICEF's Next Generation and Editor-at-Large, *Southern Living Magazine*

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*"I come from a long line of women who are **bold for change**. I followed in my mom's footsteps and became a teacher after graduating college. Because of this, I think education is the best way we can raise smart, strong women. As a mom of two girls myself, it is important to me now more than ever."*



## WENDY SHERMAN

Under Secretary for Political Affairs, U.S. Department of State (2011-2015)

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*"The engine for growth around the world is education of girls, the single biggest predictor of rising GDP. Illiterate village women contributing 20 cents a week to a group revolving loan fund to buy books for a daughter to attend school are women **bold for change**. Women standing up against sexual harassment and bullying are **bold for change**. Women studying science and engineering to lead a technology future are **bold for change**. The least we can do is be bold ourselves, leading forward-thinking business, advocating for girls' education, speaking out against sexual violence and mentoring every young woman who asks for help."*



## BONNIE ST. JOHN

Paralympic Ski Medalist, Fortune 500  
Business Consultant, Best-Selling Author

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*"As the first African-American to win Winter Olympic medals, as well as a Rhodes Scholar and former White House economic official, I am 'paying-it-forward' with an innovative, virtual leadership program specifically designed to advance multicultural women in the corporate career pipeline. We empowered 150 women last year and will double that number this year! We will continue to scale up this program so we can help close the gap!"*



## SALLY KOHN

CNN Political Commentator, *Daily Beast*  
Columnist, Community Organizer and  
Activist

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*"Those who are most marginalized by society are usually those most inspired to push for change. It's because I'm a woman that I understand injustice — and am more readily able to see injustice around race and class as well. Identity isn't holding us back, it's helping us envision and fight for a better future for all!"*



## ARIANNA HUFFINGTON

Founder of *The Huffington Post*, Founder  
and CEO of Thrive Global

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*"I plan to **be bold for change** by ending our macho culture of burnout, in which long hours and sleep deprivation are taken as proxies for dedication. This becomes a backdoor way of excluding women or making it harder for them to advance. So in addition to continuing to push for greater access and representation, we also need to change the day-to-day work culture we find once we get our feet in the door."*



## MALLORY WEGGEMANN

2012 Paralympic Gold Medalist

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*"I believe that the best way we can **be bold for change** is through leading by example, living with purpose and realizing that even the simplest of choices we make have the power to make a difference and change the world. Growing up my father told my sisters and I every night, "You are the best, you can make a difference and you can change the world." Each day I allow those words to serve as my compass, to give me the strength to fight for what I believe in and the courage to stand up for change."*



## JODI BONDI NORGAARD

Entrepreneur, Activist, Founder Go! Go! Sports Girls

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*"Ten years ago, I saw a need to shatter gender stereotypes in the toy industry by offering a product that emphasized what a girl's body can do versus what her body looks like. Toy buyers told me a sports doll wasn't mainstream and would never sell, but I persisted, knowing mainstream ideas never create change. The time has finally come for the world to recognize girls as they are: strong, smart, bold and adventurous, and I am on a mission to encourage women and girls to dream big and embrace their unique strengths!"*



## SHANNON POLSON

Author and Veteran, U.S. Army

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*"After flying the Apache and leading line units on three continents as one of the first women in Army attack aviation, I'm passionate about sharing stories, lessons and triumphs from my own experience and interviewing other women in uniform about theirs to change the narrative around leadership. I love connecting with audiences through speaking and writing to inspire them and their organizations to shoot for the sky and realize their potential!"*



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