



## Leadership Couture Live

*accelerating leadership by design*

Leadership doesn't stall because of a lack of ambition or ability. More often, it stalls because of timing, access, and opportunity.

For years, we talked about the glass ceiling stifling professional women's careers, but research shows the real barrier appears much earlier. It's the broken rung - the missed first promotion that quietly derails leadership trajectories before they ever have a chance to accelerate.

**Leadership Couture Live (LCL)** exists to address that moment equipping emerging female leaders with the skills, confidence, and visibility to step into leadership earlier and more confidently. LCL is an intentionally designed leadership accelerator focused on this critical first step into management.

And the stakes are high. Companies with gender-diverse leadership teams are 25% more likely to outperform their peers. When women are supported at the right moment, leadership pipelines strengthen and business results follow.





## **Leadership Couture Live**, *accelerating leadership by design*

### **Program Overview & Expected Outcomes**

#### *April – Vision + Values: Design the Leader You’re Becoming*

We'll kick off Leadership Couture Live with a visioning and values clarification exercise. Together, we'll identify the skill gaps between today and our leadership vision. Participants will walk away with a clear, compelling picture of the leader they are destined to become.

#### *May – Everything DiSC Workplace Assessment*

The best leaders are the most self-aware leaders. Through a review of the Everything DiSC Workplace Assessment, participants will understand how they show up, how others experience them, and how to flex their style to lead more effectively. Through workplace case studies, participants will learn to communicate more clearly and become more effective problem solvers.

#### *June – Milestone Mapping: Lean On Your Experience to Grow Your Career*

Our unique experiences shape who we are as leaders. Through a milestone mapping exercise, participants will identify common threads in their career journeys. In small group discussions, participants will complete this statement, “I’m the type of leader who...” Participants will be reminded of their resilience and how to use it effectively in future leadership situations.

*\*LCL in Action (Capstone Project) introduced. Participants will work in small groups to identify a shared leadership challenge showing up across their organizations. Using the skills developed throughout Leadership Couture Live, each group will design a practical solution participants can take back and implement within their own businesses. Dedicated time will be built into each session for capstone work, with some additional collaboration taking place between sessions.*

#### *July – Productive Conflict & Negotiation*

Participants will learn how to engage in healthy, strategic conflict without damaging relationships or avoiding the conversation altogether. We'll explore how to advocate clearly, negotiate with confidence, and hold firm boundaries while staying collaborative. The focus is practical: real scenarios, real conversations, and tools leaders can immediately apply.



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### **Program Overview & Expected Outcomes** *(continued)*

#### *August - LCL after Hours: The Broken Rung*

Summer schedules can be tricky, so we'll take a "break" in August from the intensive leadership work and instead gather for a book discussion we're calling *Leadership Couture Live after Hours: The Broken Rung*. It's the best parts of happy hour and book club combined. Join us for this gathering where we'll discuss the book, *The Broken Rung*, after hours.

#### *September - Executive Presence*

This session demystifies executive presence and reclaims it as a leadership skill. Together, we'll break down the three components: appearance, communication, and gravitas. We'll focus on how leaders show up in high-stakes moments communicating with intention, managing perception without shape-shifting, and aligning their presence with their values.

#### *October - LCL in Action*

In this last session, participants will present their capstone projects to their company sponsors. We'll also take time to inventory everything we've learned throughout the program. Participants will walk away with a personal Leadership Philosophy, action steps to review with their company sponsor, and a plan to positively impact their organizations.

### **This program is an ideal fit for:**

- Emerging leaders stepping into greater responsibility
- High-potential talent you want to invest in early
- Leaders who would benefit from space to think, reflect, and grow beyond day-to-day execution



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### **The Finer Points of Leadership Couture Live (LCL):**

- LCL is an *intentionally intimate, cross-company learning environment* that encourages reflection, dialogue, and practical application (business development, too!).
- Through *six 90-minute in-person leadership sessions*, participants will focus on Values-Based Leadership, Everything DiSC Workplace, Productive Conflict, Negotiation, Milestone Mapping, and Executive Presence.
- *LCL After Hours* is a happy hour book club discussion on *The Broken Rung*, a national bestseller offering strategies for fulfilling your career potential early and often.
- *LCL in the Community* reinforces that leadership extends beyond the workplace, engaging participants in a community service project that puts purpose and impact into practice. *\*Project completed outside of sessions.*
- *LCL in Action* is a capstone experience where participants work in small groups to identify a shared leadership challenge showing up across their organizations. Using the skills developed throughout Leadership Couture Live, each group designs a practical solution participants can take back and implement within their own businesses.
- Each participant will have a *company sponsor* who will support her throughout the program. Sponsors will receive a resource outlining best practices for championing and developing emerging leaders and will be invited to the final session.
- *One 1:1 coaching session* is included for each participant. She'll walk away with a personal Leadership Philosophy, action steps to review with her company sponsor, and a plan to positively impact her organization.

### **Investment:**

The investment is \$1,495 per participant, which includes full participation for all five sessions, materials (i.e. DiSC assessment, book, and online resource library), and facilitated peer learning. Each participant will also receive a 1:1 coaching session and LCL completion certificate.

*All sessions are facilitated by Julie Webb. Ready to apply?*

*Complete the application on the next page to reserve your spot. Return it to Julie by March 15, 2026.*

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## **Leadership Couture Live**, *accelerating leadership by design*

### **Application**

#### **Section 1 - About You (the applicant)**

1. Full Name:
2. Email Address:
3. Phone #:
4. Current Role / Title:
5. Company / Organization:
6. How many years have you been in your career? (circle one)  
0-2    3-5    6-10    10+
7. Are you currently in a people management role? (circle one)
  - a. Yes
  - b. No, but I expect to be within the next 12-18 months
  - c. No, and I'm exploring what leadership looks like for me

#### **Section 2: About Your Organization**

1. What is your industry?
2. What is the approximate size of your organization? (circle one)  
Under 50    50-200    200-500    500+
3. Every participant needs an organization sponsor (leader, HR, mentor). Who is yours?

#### **Section 3: Intent & Fit**

1. What prompted you to apply for Leadership Couture Live?
2. What leadership skill or area are you most interested in strengthening right now?
3. What would make this experience a "win" for you and your organization?

*Leadership Couture Live is designed to be a focused, intentional experience.*

*I understand this is a live development experience and requires active participation.*

**Applicant Signature:**

**Date:**

*\*Please list contact information here for invoicing (name, email, and phone #):*



## ***Julie Webb, Founder***

Julie Webb has two decades of diverse financial services experience, holding various leadership positions during that time. Most recently, she was the Principal at MPB Insurance, a scratch independent agency she started in March of 2020 (yes that March!). Prior to that, she was the Regional Vice President for a large insurance agency network with responsibility for the Mid-Atlantic territory. She began her insurance career with GEICO in a Leadership Development Program where she ultimately built and led a regional sales and service call center in Buffalo, New York. Julie holds both her CIC and CPCU designations and is a proud graduate of the University of Pittsburgh where she studied business.

A strong advocate for women in business, Julie led the Women's Leadership Network at MPB and founded a local chapter of the Women's Business League to provide a space for professional women to network and grow together. In addition to this, she serves as the Chair of the Board for Big Brothers Big Sisters of South-Central PA and enjoys volunteering with Girl Scouts, Girls on the Run, and Junior Achievement. In these roles, she's committed to helping younger generations reach their full potential.

It's her advocacy work that led her to found JMW Collective, a leadership consulting practice. Through group and individual coaching, workshops, and speaking engagements, Julie is on a mission to empower leaders to design thriving businesses that are profitable, inclusive, and resilient for generations to come.

Julie also enjoys facilitating mastermind groups through MyNetwork and teaching the CIC Agency Management course for insurance professionals through the Risk & Insurance Education Alliance.