



The Leadership Collective

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.

The Leadership Collective exists to equip female leaders with the skills, confidence, and visibility to step into leadership earlier and remain there with presence and staying power.

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.





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Program Overview & Expected Outcomes

September 16th – Vision + Values: Design the Leader You’re Becoming

We'll kick off The Leadership Collective 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.

October 14th – 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.

November 18th – 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.

**The Leadership Collective in Action (Capstone Project) introduced. Participants will work in small groups to identify a shared leadership challenge showing up across their organizations. Using their new skills, 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.*

December 16th – After Hours: The Broken Rung

December schedules can be tricky, so we'll take a “break” this month from the intensive leadership work and instead gather for a book discussion we're calling *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.



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Program Overview & Expected Outcomes *(continued)*

January 20th – 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.

February 17th – 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 shapeshifting, and aligning their presence with their values.

March 17th – The Leadership Collective 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
- Existing leaders who would benefit from space to think, reflect, and grow beyond day-to-day execution



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The Finer Points of The Leadership Collective:

- The Leadership Collective 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, Milestone Mapping, and Executive Presence. All sessions will be held from 9-10:30 rotating among the participants' offices.
- *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.
- *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.*
- *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 The Leadership Collective, 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 facilitated peer learning for all six sessions, DiSC Assessment and *After Hours* Book. Each participant will also receive a 1:1 coaching session and completion certificate.

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

Complete the application on the next page to reserve your spot and return it to Julie.

julie@jmwcollective.com / 814.934.2369



Application

Section 1 - About You (the applicant)

1. Full Name:
2. Email Address:
3. Phone #:
4. Current Role / Title:
5. How many years have you been in your career? (circle one)
0-2 3-5 6-10 10+
6. 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 Company/Organization?
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?
4. Which session would your company like to host?

Section 3: Intent & Fit

1. What prompted you to apply for The Leadership Collective?
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?

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.