Women's Personal Branding Expert Roberta Guise Asks "Why Are Women's Voices Not Being Heard?"

Thought Leadership Symposium for Women™, Set for Feb. 24-26, 2012

SAN FRANCISCO, February 21, 2012 - With their voices barely <u>15% of opinion pieces</u> in major newspapers and outnumbered 4 to 1 on Sunday morning talk shows, women face their biggest opportunity to change people's minds since the birth of the 500+ channel, always-on, interconnected media landscape, argues <u>women's personal branding</u> expert Roberta Guise (www.guisemarketing.com).

"It's not that women don't have opinions about the big issues of the day," says Guise, founder of San Francisco-based <u>Guise Marketing & PR</u>. "It's that they're not submitting their ideas to the main opinion arenas, and there seems to be scant effort to include them. This is a travesty, because 50% of the country's talent pool of ideas is excluded, and that has consequences: it affects public policy and many other broad decisions that affect us in all facets of our lives."

Guise founded and leads the <u>Thought Leadership Symposium for Women</u>[™], which will be held February 24-26, 2012 in San Francisco. Special guest speaker is social scientist and award-winning author, Riane Eisler, Ph.D., who presents her story about writing "The Chalice and The Blade" and "The Real Wealth of Nations." Details at http://www.ThoughtLeadingWomenMeet.com.

Guise has created a <u>video on YouTube</u> that shows how high-achieving women (or men) can become a distinguished authority, or <u>thought</u> <u>leader</u>, in their field of expertise.

If women were to represent 30% of opinion-makers across all fields and disciplines, Guise suggests we could reach the same tipping point of diverse opinions and ideas as revealed in McKinsey's landmark business leadership study. McKinsey showed that companies with gender diversity of 30% women in top leadership positions outperform their peers on key metrics.

"The dynamic changes when more than 3 in 10 people at the table are women. We know this from sitting together in a business meeting, or even at a dinner party," Guise continues. "Because of their role in society as primary caregivers, and the fact that they comprise 50% of the consumer market yet make about 85% of all purchase decisions, it should come as no surprise that women bring a different set of priorities and strategies to the important conversations."

Given the new platforms that the Internet and social media have opened up for spreading ideas, Guise offers 3 tips for reaching the 30% level of counted women's voices and women's ideas:

- 1. Women should read the op-ed submission guidelines of their local newspaper, and submit an opinion piece on something they care about. Even if their piece isn't published, they should post it online and let everyone in their network know about it.
- 2. News and talk show guest bookers should actively seek out expert women and women entrepreneurs. Many of those <u>women's voices</u> are showing up online.
- 3. Women should attend the first-ever <u>Thought Leadership Symposium</u> <u>for Women</u>™, to learn how to develop their voice, express ideas clearly, and make them broadly available.

About Roberta Guise

Roberta Guise MBA, founder of San Francisco-based <u>Guise Marketing & PR</u>, guides successful women through her exclusive process to accelerate and <u>secure their thought leadership</u> in their field of expertise.

Her thought-leading clients have included women authors in such diverse fields as blast engineering, medicine, chemical engineering, nutrition and psychology.

Roberta also <u>advises small business owners</u>, independent professionals and non-profits on how to build a profitable stable of customers, save money on effective promotions, and get known through branding, precision marketing and public relations.

Her thinking and opinions have been published in such publications as *Business Week*, the *San Francisco Chronicle*, *Fortune Magazine*, *La Prensa San Diego*, *San Francisco Examiner*, and in a mix of professional and trade publications. More information at www.guisemarketing.com

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