

A Guide to Nurturing,
Interpreting and Reinforcing
the WOMEN Unlimited Brand

IT'S ALL ABOUT

US

WOMEN
UNLIMITED, INC.

MENTORING
EDUCATION
NETWORKING

YOU HOLD THE FUTURE OF WOMEN UNLIMITED IN YOUR HANDS.

We have the important responsibility of nurturing, interpreting and reinforcing the WOMEN Unlimited brand through our every action—every day.

This brand guide was created to help us do that. It is intended to serve as a vital resource for renewing our actions around one common, clear, and consistent understanding of WOMEN Unlimited. It will help us all to remember the importance and the value of who we are and what we do—so we can keep delivering it in everything we do.

KNOW

intuitively the purpose, values, and spirit that shape WOMEN Unlimited and enable us to have the impact we do

THINK

with clarity and creativity of ways to express and deliver our unique value to existing and prospective clients

ACT

in unity and model with each other in all our interactions the openness, honesty, and support that are the hallmarks of the environments we create for participants

FEEL

passionately about doing and being a part of something exciting, meaningful and of lasting value

Our brand is more than our name or our logo. It's our most valuable asset. Valuable because our brand stands for so much more than the programs we offer—It is our promise. An asset because we leverage our one-of-a-kind approach in everything we do—It is our promise delivered.

If you have questions, feedback, insights, or ideas, please share them. **This is our brand guide. It's all about us.**

BEGINNING “THOTTES”



Rosina L. Racioppi Ed.D. President & Chief Executive Officer

WU is very fortunate to have such a talented, dedicated, and supportive group of women who represent the WU brand, and who have both grown the business, and through their creativity, make the programs and support process more effective. As a virtual organization, focused on developing leadership, it is my hope that each person associated with WU will take advantage of the **WU community** and leverage this community, not only to benchmark WU best practices with regard to their role within WU, but also for their personal and professional development. I want to remind all our WU associates that WU would not have become a reality had it not been for how our Founder, Jean, reached out to her network and mentor to help her connect with people who were willing to help her turn her idea of WU into reality. A wonderful example of how important it is to establish and maintain those crucial alliances.



Nina M. Dougar, CPA Treasurer & Chief Financial Officer

From the first WU program offering in 1994, I have been committed to ensuring that WU is an organization that provides for continued growth and profitability. Over the years, my focus has been on refining and redesigning the financial process and overall business strategy, to ensure a mutually beneficial partnership with all who are involved in providing WU services.

I and the WU finance team have a goal, which is to provide outstanding customer service, to both WU Corporate Partners and the WU team members. We appreciate all of the support and input that we receive to help meet or exceed that goal.



Jean M. Otte, Founder

From our beginning in 1994 we have had the vision and made a commitment to do all that we can to help women in our programs to grow and become more successful and happy, both in their professional and personal lives. We are so fortunate to have a team of associates who have a passion to support this vision. This continues to be our commitment to our program participants AND to all of the WU associates with whom we partner and to whom we express our sincere appreciation.



We invite you to use this guide as a resource for:

KNOWING, THINKING, ACTING, FEELING, AND MOST OF ALL, BEING AN OUTSTANDING PARTNER IN REPRESENTING WOMEN UNLIMITED, INC.

We encourage you to make this guide your own by using the space at the bottom of each page for your personal reflections.

- Write a comment
- Brainstorm ideas
- Doodle a drawing
- Paste an image
- Jot a question

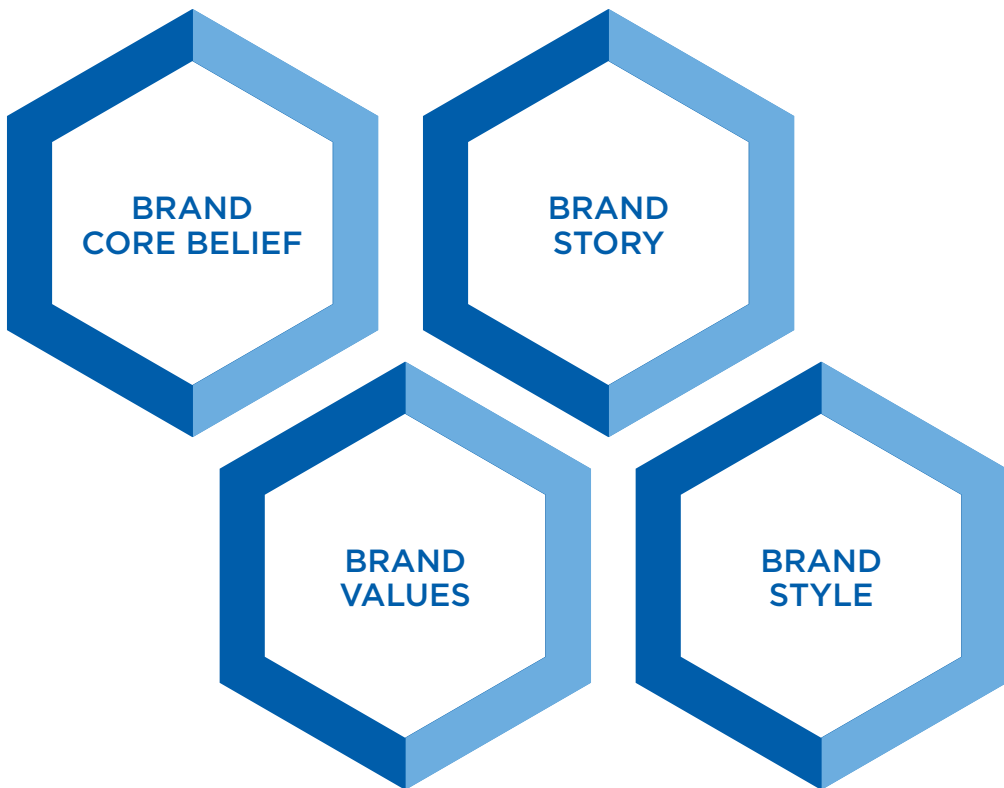
BRAND BUILDING BLOCKS

FOR DECISION-MAKING
AND UNDERSTANDING.

The WOMEN Unlimited Brand Building Blocks is a tool that works on two levels—decision-making and understanding. As a whole, the WOMEN Unlimited Brand must be present in everything we do to bring the brand promise to life—separately, they deepen the understanding of how to deliver that promise in the way we act, feel, and are perceived.

The analogy of Building Blocks serves to reinforce the notion that **a brand is something that must be built**—and that the whole is greater than the sum of its parts.

We will use these Building Blocks internally only—we don't need to share them with other people, we need to be them.



**BRAND
CORE
BELIEF**



OUR PURPOSE IN THE WORLD:

WOMEN Unlimited, Inc. Developing Leaders Who Deliver Results

If we do nothing else, we should seek to understand this core belief and determine how we can align what we do each day with it.

BRAND STORY

WHY WE MATTER.

There are two parts to the WOMEN Unlimited story—each speaking volumes about what WOMEN Unlimited is at its core.

The WOMEN Unlimited story starts with the Founder, Jean.

“After over 30 years of corporate experience, including becoming the first female executive and officer at National Car Rental, I began a new chapter in my life. It was based on an idea I had for several years, namely to create an organization specifically to help women advance in the corporate world.

In April 1994 WOMEN Unlimited, Inc. was created with its first small program in New York City. Since then, WOMEN Unlimited has worked with thousands of women throughout corporate America, helping them develop their potential as individuals and as leaders.”

Jean Otte

In 2003 Rosina was named WU President. When she became CEO and principle owner of the organization in 2009, a new chapter of the WOMEN Unlimited story began.

“I saw the importance of helping the organization to involve the participant’s manager to fully understand and support the development experience, to ensure they could leverage those learnings back into their organizations. Having spent my career in Human Resources, I felt passionate about bridging external learnings internally. As a result, we have strengthened manager education to help them understand their role in developing high potential talent, positioned mentor selection as a valuable development experience for senior men and women, and have worked with our corporate partners as they evolve their participant selection process.”

Rosina Racioppi

BRAND STYLE

OUR BRAND STYLE IS
THE WAY WE ACT AND
EXPRESS OURSELVES
THAT IS UNIQUELY
WOMEN UNLIMITED.

BRAND MESSAGING

Every day we are called upon to describe WOMEN Unlimited—to position our organization and differentiate it relative to competitive offerings. The opportunity is to communicate clearly, consistently, and compellingly.

A cohesive statement of what WOMEN Unlimited is and does:

“WOMEN Unlimited, Inc. is a world renowned organization focusing on developing women leaders in major corporations. Because of its ability to pinpoint, develop & retain diverse high-potential leadership talent, WOMEN Unlimited, Inc. is the “go to” development partner for over 160 leading organizations.”

In a “soundbite,” we are:

The Women’s Organization for Mentoring, Education, and Networking

We use this phrase to pique people’s interest and open the door to a conversation.

Our Personality and Character:

- Be committed
- Be innovative
- Be a role model
- Seek and give feedback
- Be accountable
- Be celebratory
- Be flexible



“Bottom Line: Knowing and living our WOMEN Unlimited Brand means staying grounded and focused on what truly matters to deliver our programs with the highest level of authenticity and integrity.”

WU Regional Director

We've developed a special version of the WOMEN Unlimited logo to integrate this theme line:



NOTE: Our logo is very intentional. Some participants may ask why it spells out “men.” WU supports women and men understanding how to work successfully together, *alongside each other*, through mentoring, education and networking—the key components.

Our brand is reflected in our voice message:

“Thank you for calling. You have reached the office of _____ of WOMEN Unlimited, the women’s organization for mentoring, education and networking. I am unable to take your call at this time. Kindly leave your message and I will return your call as soon as I am able. To learn about our program offerings, please visit our website at women-unlimited.com. Thank you.”

Our brand is reflected in our email signature:

Name | Title
Tel: (212) 123-4567
Fax: (212) 123-4567
www.women-unlimited.com



Developing Leaders Who Deliver Results



(LinkedIn graphic is optional for Business Development Associates)

To view upcoming Program info click [here](#).



“I live the WU vision by leading individuals and teams to exceptional results by building trust, surfacing issues and holding up a mirror for individuals to provide perspective to them. Permitting and requiring myself to be mindful and reflective and continue to push myself as a learner and to be open to mindset shifts is a focus for me, my work with WU and the participants help remind me to keep at it!”

WU Program Manager

BRAND VALUES

HOW WE DO BUSINESS.

VALUES

Our values are what set us apart from the rest and create the dynamic way we work together every day. They guide our decision-making and our relationships with WOMEN Unlimited participants and their organizations.

Our Spirit and Priorities

- The opportunity for women to achieve their unlimited potential
- Women learning from their own experiences and others', and supporting one another
- Life-long learning and mentoring
- Diverse business expertise
- Diversity, collaboration, and inclusiveness



“I have three daughters; two of which are already in the workplace, and I Pay it Forward by trying to instill in them the practices that we tell our participants. I am seeding for their future.”

WU Administrator

LIVING OUR BRAND:

How do we Show Up with Each Other?

Our WOMEN Unlimited associates spent time together in 2013, identifying what they characterized as **“The Grace of WU”**. The notes below capture what our team saw as crucial to “walking the talk” of WOMEN Unlimited with each other. Together, we create, support, and role model our values and our brand.

Seek and Provide Feedback

- Be willing to receive feedback graciously (Feedback is a gift)
- Give feedback with integrity—with the best interest of the person asking for it
- Be specific when providing feedback and keep it timely
- Keep feedback well balanced—provide praise for what is done well and suggestions for improvement for what is not working
- Invite feedback from all levels of the organization—regardless of title
- Upon acting on the feedback—circle back and let the person know how it worked and thank them for making you better

Be Flexible

- Dance in the Moment. Be present. Be Focused. Be adaptable. Be able to change / shift in the moment
- Demonstrate Agility: Adjust to Changes in a Constantly Changing World
- Be Open to New Ideas & People

Communicate with Compassion and Intention

- Demonstrate Respect, Trust, and always assume Positive Intention!

Role Model

- Recognize we ARE WU!
- Look / speak to be role models of women in leadership
- Leverage the WU network

LIVING OUR BRAND:

How do we Show Up with Participants and Partners?

Interactions and Communications

Take some time to speak with your WU colleagues about some of the “Unwritten Rules” and best practices that allow us to create a congruent and consistent experience in the ways we:

- Place / answer calls and emails.
 - Look / speak to be role models of women in leadership.
 - Communicate with all our associates / customers / vendors / facilities staff.
 - Remember names and important details of participants, mentors, colleagues, and partners.
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Onsite

Work with your WU Colleagues to make sure you know and are aligned with creating our unique and supportive WU environment; How we make guests, participants, and each other “feel.”

- How early should you plan to arrive to make sure that any administrative details are handled before participants start to arrive.
 - How we introduce people / guests etc.
 - What it means to be fully present in the room.
 - Breaks and lunchtime etiquette.
 - WU commitment to scholarships.
 - The “personal touch” in thanking people (Mentors, Speakers, etc.).
 - Celebrate success.
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YOU HOLD THE FUTURE OF WOMEN UNLIMITED IN YOUR HANDS.

We have the important responsibility of nurturing, interpreting and reinforcing the WOMEN Unlimited brand through our every action—every day.

Let's recommit ourselves to bringing the WOMEN Unlimited brand to life everyday—starting today—by translating the principles in this Brand Guide into the following actions:

- **Be committed** to creating an experience for all of those with whom we interact that meets or exceeds their expectations—this will ensure our continuing growth and success.
- **Be a role model** for competence and courtesy in all our verbal and written communications.
- **Be dedicated** to creating an environment that seeks to help others find solutions, exercise initiative and make decisions.
- **Be flexible, adaptable and open** to feedback and recommendations for improvement.
- **Be an example** of enjoying and celebrating roles and achievements.
- **Be willing to ask** for clarification and help when needed.



“I ‘act’ by committing to being fully present to the women in the room and what is happening in the moment (the best way to achieve results!), and I ‘feel’ by being my authentic, vulnerable self both inside the room with them and in my life outside.”

WU Program Manager

“If you aren’t having fun in your role, you are doing something wrong!”

WU Director



“I find myself so excited to talk about our programs. I have done my best to represent WU and its unique values while communicating with participants and managers. I think being in a WU network is such a great opportunity and wish it could be available to all women early in their careers.”

WU Administrator

DEVELOPING LEADERS WHO DELIVER RESULTS

— *Since 1994* —

WOMEN | MENTORING
UNLIMITED, INC. | EDUCATION
NETWORKING