

# YWomen INTEGRATED WOMEN'S LEADERSHIP PLAN

The following is an example of an Integrated Women's Leadership Plan.

## Objective

Women's Business Initiative to generate incremental revenue growth of XX% resulting in an additional \$XX MM in Operating Profit (Year One Annual Business Plan as a part of a Five Year Operating Business Plan).

## From Sales and Marketing Plan

GOAL	STRATEGY	INITIATIVE	METRIC
Grow Market Share of existing products by 10 points to "Fast Tracker" target audience	Implement Breadth and Depth targeted Social Media approach	<ul style="list-style-type: none"> <li>Execute Women 365 (breadth marketing/ social media plan) to target daily messaging as "a key part of your everyday life"</li> <li>Execute Celebrate Now (depth programming) targeted to twice a month indulgence</li> </ul>	<ul style="list-style-type: none"> <li>25% increase in sales of non-discounted full margin product</li> <li>Increase of Favorite Brand rating by 6 points</li> <li>35% increase in mix of targeted discounted products</li> </ul>
Acquire 1.2 MM new users via new product line targeted to "Fulfilled Empty Nester"	Expand test market of "Project Ziva" nationally	<ul style="list-style-type: none"> <li>Sell-in of top 9 items in Top 100 accounts</li> <li>Execute targeted awareness trial program in top 20 markets by April</li> </ul>	<ul style="list-style-type: none"> <li>\$XX MM operating profit by year end</li> <li>15% Targeted HH trail by June in top 20</li> </ul>

## From Talent Plan

GOAL	STRATEGY	INITIATIVE	METRIC
Double the number of Women in Sr. Leadership (Job Grades 15 and above) to 70 in Five Years. This years Goal is +10 new promotions	Develop Accelerated Female Management program	<ul style="list-style-type: none"> <li>Conduct analysis of Promotions, Losses and Chokepoints. Review data and implement solutions</li> <li>Conduct talent review to determine hi-potential talent. Source externally as needed</li> <li>Source Off-Site Develop. Program</li> </ul>	<ul style="list-style-type: none"> <li>Female Talent Movement Numbers, Promotions, Regrettable Losses</li> <li>Internal vs. External Hires</li> <li>35 Program attendees</li> </ul>
Increase Engagement level of female employees by 12 points.	Implement formal flex-time across Division	<ul style="list-style-type: none"> <li>Create Flex-Time Policy &amp; Guidelines &amp; Implementation Plan</li> <li>Conduct Management Training on policy implementation</li> </ul>	<ul style="list-style-type: none"> <li>Overall increase in engagement</li> <li>Usage by role/function</li> <li>80% Completion rate</li> </ul>

## From Corporate Reputation Plan

GOAL	STRATEGY	INITIATIVE	METRIC
Become our Industry's Top Company for Women	Benchmark and exceed current industry competitors	<ul style="list-style-type: none"> <li>Obtain independent third-party analysis of our current state vs competition</li> <li>Conduct internal gap analysis for quick win and longer term elements</li> </ul>	<ul style="list-style-type: none"> <li>Project milestones per plan</li> <li>Change in external ranking</li> </ul>

*This does not represent a complete plan but merely a sampling of various elements*