

## ***WOMEN WORKPLACE GURUS START THEIR OWN NETWORK***

Ten of the nation's top women workplace experts have joined to form a network offering one-stop shopping to corporate clients seeking speakers or consultants and to journalists seeking women experts for comment on breaking news.

They call themselves The Women Gurus Network, because all are acknowledged "gurus"-- world class thinkers, writers and consultants in their fields--- who work with global corporations, government agencies, major international associations, and institutions of higher education.. Their new web site, [www.womengurusnetwork.com](http://www.womengurusnetwork.com) describes the accomplishments of each member of the group and offers links to their individual web sites.

The gurus come from all parts of the US, and represent a variety of different specialties such as women's leadership, gender communications, career development, employee retention, marketing to women, consumer trends, engagement and retirement. All also are best selling authors, whose books are pathbreakers in their particular fields.

Sally Helgesen, a women's leadership expert, who founded the network, describes it as "a cooperative network of friends and colleagues whose purpose is to build support for one another in the belief that doing so makes all of us---and women as a whole---stronger."

"I often hear people complaining about women not helping each other enough but competing against other women," says Helgesen. "The Women Gurus Network runs counter to this belief. WGN provides an example of women coming together to help one another gain greater visibility in their fields of expertise."

WGN was born when several leading women workplace experts were invited to participate in a Tom Peters "Cool Friends" event in Manchester, VT. As they shared experiences, all agreed that organizations were still complaining that they had trouble finding great women speakers and experts. That experience inspired Helgesen to form the Women Gurus Network, to link the best women speakers on workplace issues. She invited ten of her own cool friends to join her.

Members of the Women Gurus Network are:

**Marti Barletta**, president of The TrendSight Group, a Chicago-based consulting firm that helps companies boost sales and market share by tapping into the buying power of women. She is the author of *Marketing To Women* and, with Tom Peters, coauthor of *Trends*.

**Susan Bird**, founder and CEO of Wf360, which advises multinational companies on workforce dialogue. Wf360 developed *Brandversation* and *MainEvent*, the global satellite/web dialogue among world-class business and thought leaders. She is the author of *The ABCs of Authentic Conversation* and is often called "The Queen of Conversation."

**Gail Evans**, former Vice President of the CNNNews Group, and a communications executive in the White House and on Capitol Hill, is an expert on women in the workplace. She is the author of the influential best sellers, *Play Like a Man, Win Like a Woman*, and *She Wins, You Win*. She writes and speaks globally about gender in the office.

**Connie Glaser**, is a leading expert on gender communications in the workplace and cracking the corporate leadership code. She is a syndicated columnist, sought after speaker, corporate consultant, and coauthor of the best seller *Swim With the Dolphins*. Her latest book, *GenderTalk Works: Seven Steps for Cracking the Gender Code At Work* will be out in 2007.

**Margaret Heffernan**, an entrepreneur and expert on entrepreneurship, lectures widely on the subject and writes for national business publications.. Her book *The Naked Truth: A Working Woman's Manifesto*, was cited as one of 2004's best career books. Her new book, *How She Does it: How Women are Changing the Rules for Business Success* will be out in 2007.

**Sally Helgesen**, the world's brand name expert on women's leadership, is author of six books, including the best seller *The Female Advantage: Women's Ways to Leadership*. This was the first book to focus on what women can contribute, rather than on how they need to change and adapt. Her book *The Web of Inclusion: A New Architecture for Building Great Organizations* was cited by the *Wall Street Journal* as one of the best books of all time on leadership.

**Beverly Kaye**, a globally recognized authority on career issues in the workplace, particularly employee retention and engagement, is founder and CEO of Career Systems International. Her ground breaking career development, talent retention, workplace satisfaction and mentoring programs have been implemented worldwide. She is coauthor of the bestsellers *Love'em or Lose'em: Getting Good People to Stay* and *Love It Don't Leave it: 26 ways to Get What You Want At Work* and author of the classic *Up Is Not the Only Way*.

**Susan RoAne**, the nation's undisputed and original networking expert, is a sought after speaker and consultant on networking. She offers tools and strategies for making contacts, creating connections and building conversations that result in business relationships. She is the author of the best seller *How To Work a Room*, as well as *The Secrets of Savy Networking* and *What Do I Say Next?*

**Jeri Sedlar**, is a national expert on 'The New Way to Do Retirement,' She works to leverage employees' wants for new purpose, passion and work possibilities in retirement with employers' goals for continued profitability and global competitiveness. She is the author of the best seller, *Don't Retire, Rewire!*

**Robyn Waters**, known as the Trendmaster, is an expert on trend tracking. As Vice President of Trend, Design and Product Development for Target, she transformed the retailer into a national fashion destination. She is author of *The Trendmaster's Guide: Get a Jump on What Your Customer Wants Next* and *The Hummer and the Mini: Navigating the Contradictions of the New Trend Landscape*. Waters was featured by Fast Company Magazine as one of the top 20 "Creative Mavericks" in its June 2004 Master of Design issue.