



About us

Women at the Top® (WATT®) is a community of women at or aspiring to the C-Suite who share the desire to develop and nurture their leadership skills, and those of other women.

Vision: we envision a woman executive in every board room. (Although the studies show that three is really the charm for making change, you do have to start somewhere.)

Mission: our mission, simply put, is to empower women to lead. We do this by creating and facilitating opportunities for women to have voice, influence and power at all levels in Corporate America. How? By conducting research, providing education, and developing resources and tools that empower women.

What's the benefit to me?

As part of the WATT® community you will receive the following:

- **Information:** keep informed of what's happening with women at the top through access to the latest research, articles and an exclusive members-only, monthly *WATT® Report*. In addition, access leadership tool kits to help you be more effective as you climb the ladder (i.e., strategic planning, presenting, hiring, firing, running meetings, project management and much more!)
- **Training:** obtain access to experts through podcasts, live teleseminars, webinars and other training events. Join our monthly *Author Interview* series and have direct access to authors. Send in your questions to *Ask the Expert* about what's on your mind and receive practical, relevant answers from real experts. Plus, take part in free monthly open coaching sessions (first come, first served basis).
- **Connections:** stay in touch with other like-minded women, mentors and role models through our members-only networking directory, online forums, virtual networking events and periodic in-person networking events.

How does my company benefit?

In today's 'do more with less, bottom line-it' business climate, now more than ever, organizations need women to lead. In fact, studies show that having more women at the top actually improves financial performance. (Source: Ernst & Young report, *Groundbreakers: Using the strength of women to rebuild the world economy*.)

In addition, at a time when it's critical to have a broader talent pool from which to draw from, the women leaders who actively participate in our WATT® programs have more confidence when leading, when taking risks, and when building relationships that matter. In addition, they have access to experts and role models that help them be more successful in their jobs.

"I worked with you during a significant career move within the professional services industry and, with your guidance I was able to smoothly transition into a new management position. I found that your focus on encouraging a strategic - rather than reactive - mindset, clear communications, and conscious goal setting played an important role in my transition." – Angela Alwin, Communications Manager, Gray Plant Mooty

About our founder

Our founder brings more than two decades of corporate leadership experience to the WATT® Network.



Regina Barr is a former marketing executive, founder and CEO of Red Ladder, Inc., and founder of the Women at the Top® Network. As CEO she helps organizations manage transitions, complete major projects, build strong teams and develop leadership talent. Regina brings over two decades of leadership experience in marketing, product, and sales, to her role as leadership development consultant, executive coach, professional speaker, trainer, writer and media commentator, with master's degrees in business administration and human development.

For more information

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