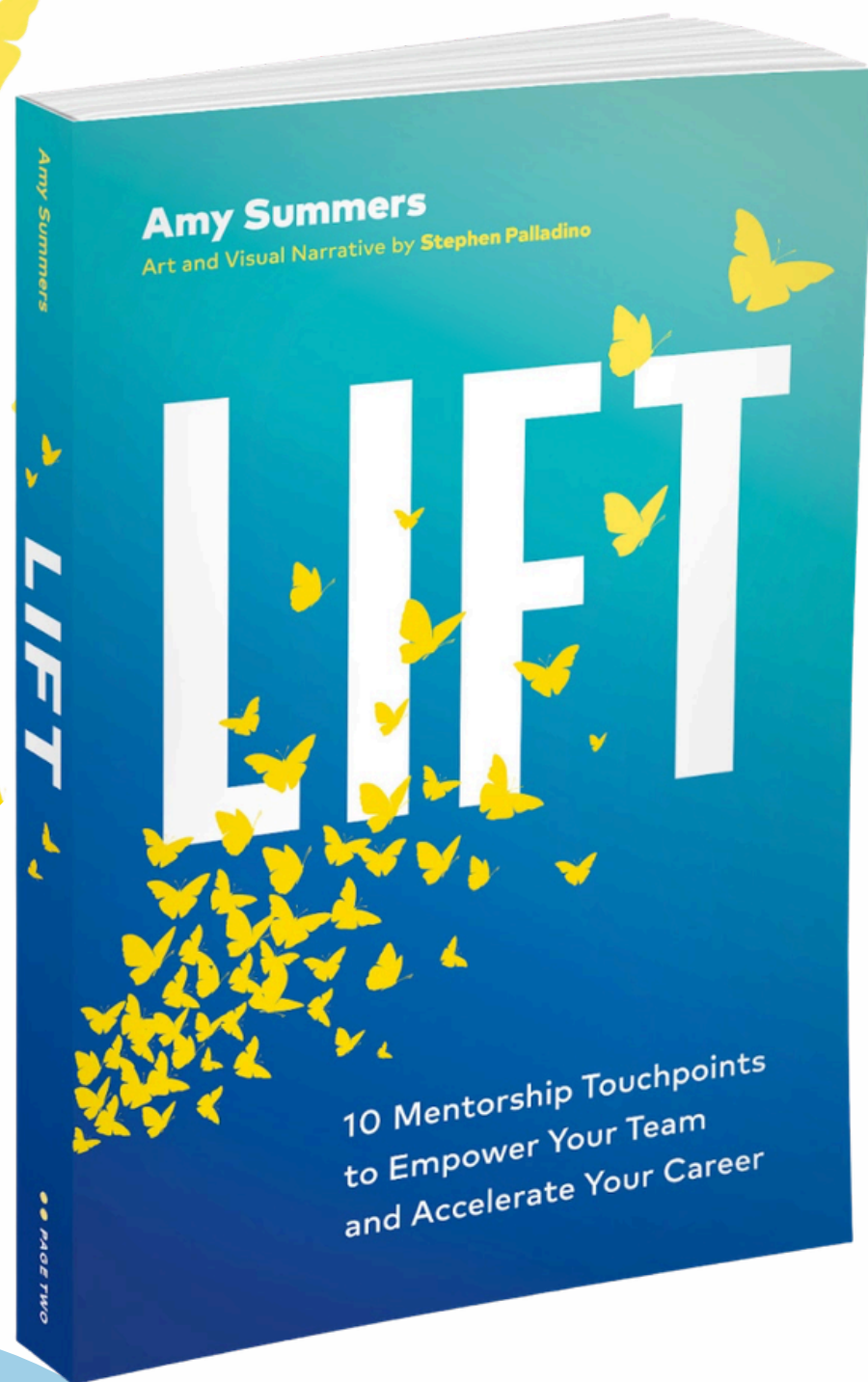




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Leading Women Well

Mentorship Touchpoints for
Confidence, Trust and Performance

AMY SUMMERS

Founder & President, Pitch Publicity® & INICIVOX®

Author, *Lift: 10 Mentorship Touchpoints to Empower Your Team and Accelerate Your Career*



REFRAMING WOMEN'S WELLNESS AT WORK



The Shift

Women's wellness at work is not just about what companies offer. It's about how leaders model behavior.



THE GAP BETWEEN WELLNESS & LEADERSHIP

Growth of women's health category

Increased awareness of burnout, mental load, invisible labor

More products supporting women externally

Internal workplace experience lags

Leadership Shapes the Experience

If you are in the business of supporting women's health, your leadership must reflect it.



**THE PROBLEM LEADERS
ARE MISSING**

WHAT WOMEN EXPERIENCE AT WORK (BUT DON'T ALWAYS SAY)

What goes unspoken becomes the weight women carry.

Confidence gaps despite capability

Avoidance of difficult conversations

Carrying emotional and team load

Being "relied on" but not always elevated

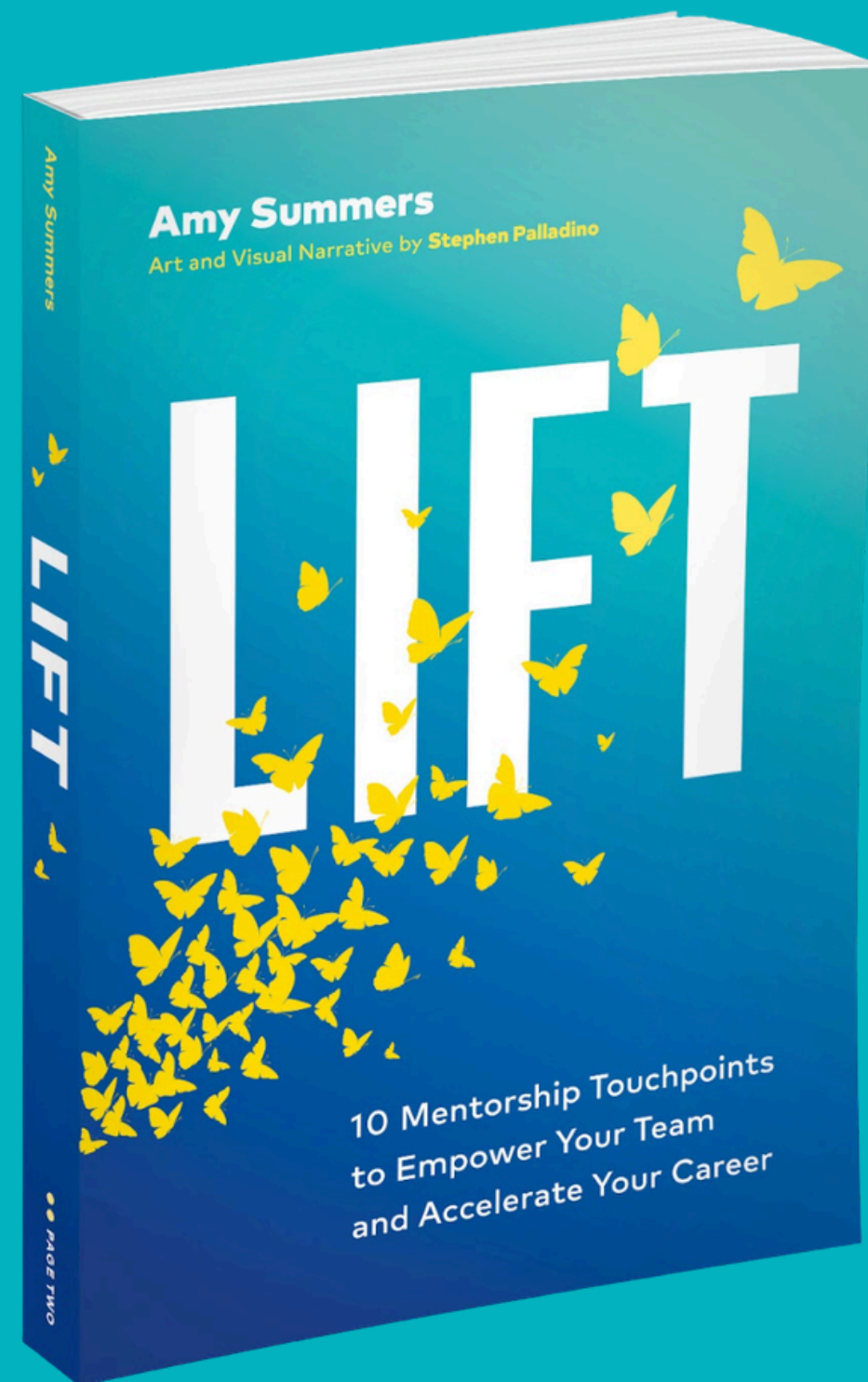
BUSINESS IMPACT

Retention challenges

Leadership pipeline gaps

Reduced productivity and creativity

Burnout in high-performing women



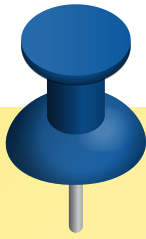
LIFT

**10 mentorship touchpoints designed to
operationalize human leadership.**

What Women Need From Leadership

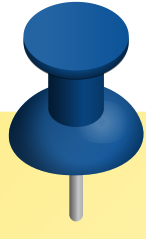
If leadership doesn't intentionally build women, the system unintentionally limits them.

Three touchpoints shaping women's workplace experience



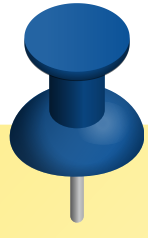
Touchpoint Four

Build Confidence



Touchpoint Eight

Address Taboo Topics



Touchpoint Nine

Elevate and Release



TOUCHPOINT FOUR: BUILD CONFIDENCE



TOUCHPOINT FOUR BUILD CONFIDENCE

CONFIDENCE IS NOT BUILT THROUGH PRAISE ALONE

The Problem

Women often wait until they feel “ready”

Over-preparation vs action

Under-recognition of readiness

Build Confidence

Readiness is a Myth

Confidence is not built behind a screen.





LEADERSHIP APPLICATION

PRACTICAL GUIDANCE & OUTCOMES

When leaders lend confidence, women borrow it until it becomes their own.

Give stretch opportunities earlier

- Outcome → Stronger leadership pipeline

Use impromptu verbal reinforcement

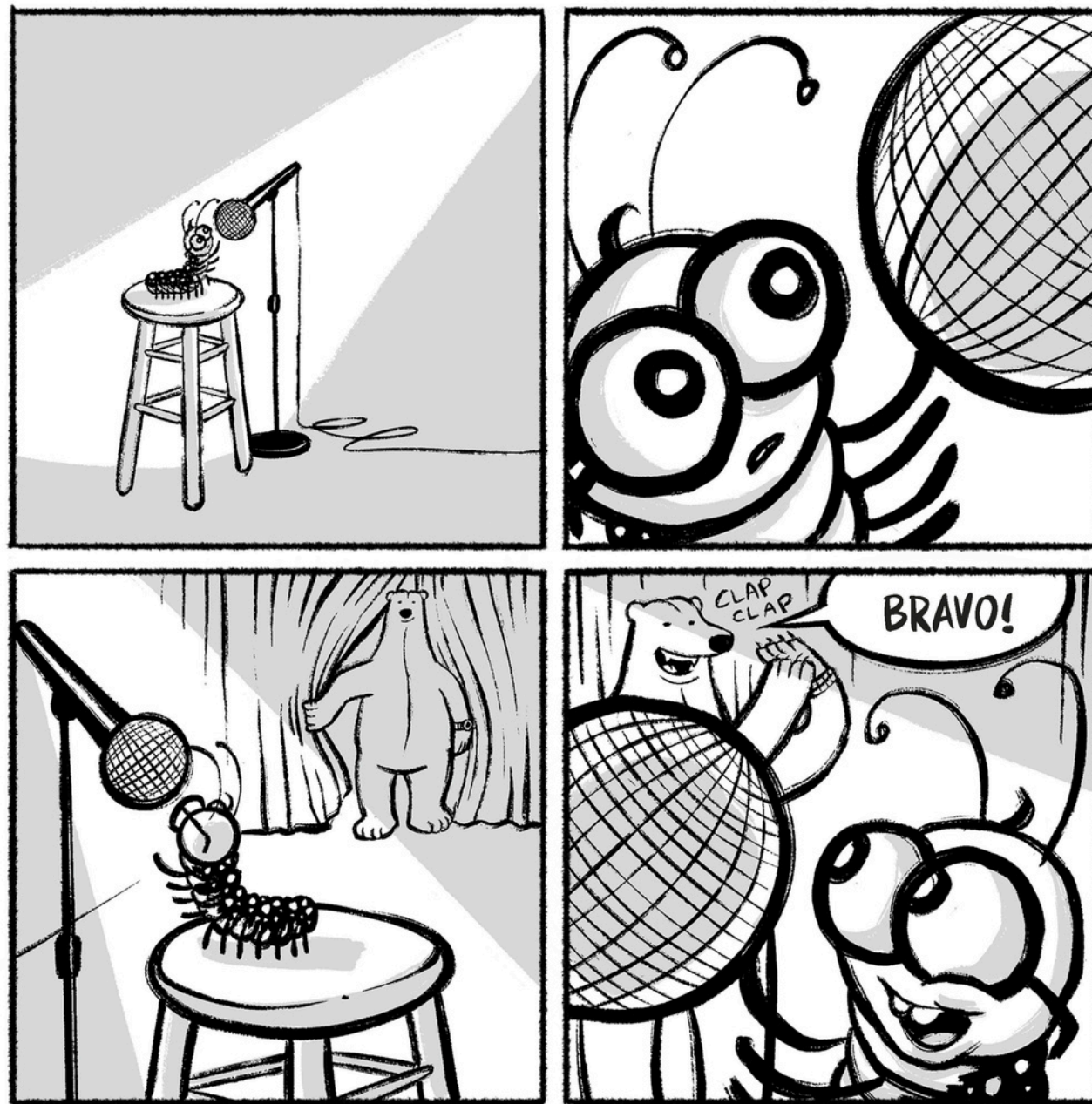
- Outcome → Increased visibility of female talent

Normalize imperfect action

- Outcome → Faster decision-making

Build Confidence

Confidence is built through action – before someone feels ready.





TOUCHPOINT EIGHT: ADDRESS TABOO TOPICS

TOUCHPOINT EIGHT
ADDRESS TABOO
TOPICS

WHAT WOMEN DON'T VERBALIZE AT WORK

Burnout

Compensation concerns

Boundaries

Health-related challenges

Career stagnation

Address Taboo Topics

Silence is not strength. It's often self-protection.





LEADERSHIP APPLICATION

PRACTICAL GUIDANCE & OUTCOMES

Normalize hard conversations early

- Outcome → Reduced burnout

Ask better, more direct questions

- Outcome → Stronger retention

Model openness as a leader

- Outcome → Increased trust

Address Taboo Topics

When leaders open the door to hard conversations, women don't have to carry them alone.





TOUCHPOINT NINE: ELEVATE AND RELEASE

THE LEADERSHIP MISTAKE THAT HOLDS WOMEN BACK

The biggest risk to women's growth is not lack of talent—it's lack of release.

The Problem

Keeping high performers "because they're too valuable"

Not advocating for advancement

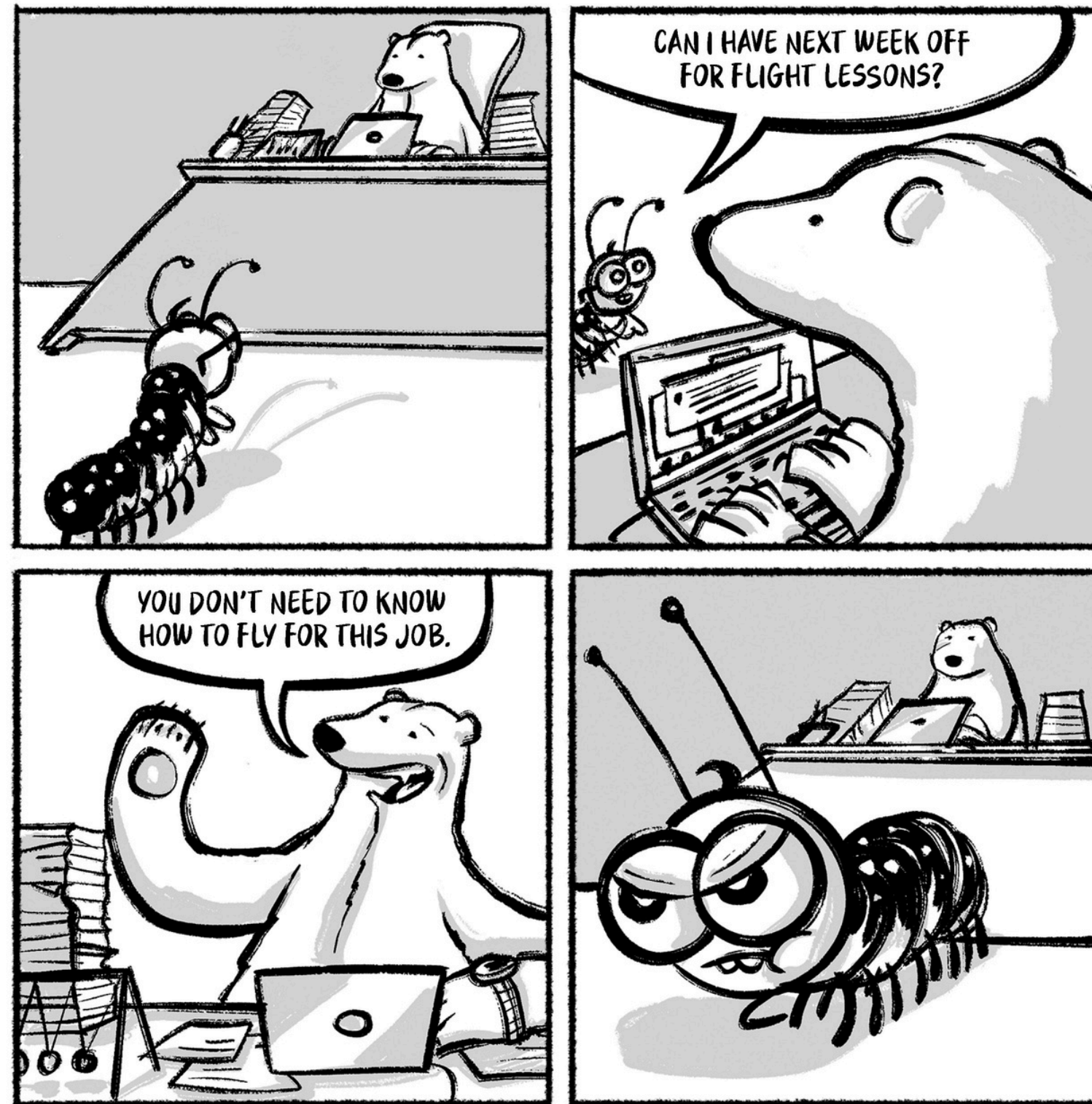
Delayed promotion pathways

TOUCHPOINT NINE
ELEVATE & RELEASE



Elevate and Release

Keeping people in the same roles for too long holds everyone back.





LEADERSHIP APPLICATION

PRACTICAL GUIDANCE & OUTCOMES

Actively advocate for advancement

- Outcome → Stronger leadership pipeline

Prepare women for next roles—even beyond your team

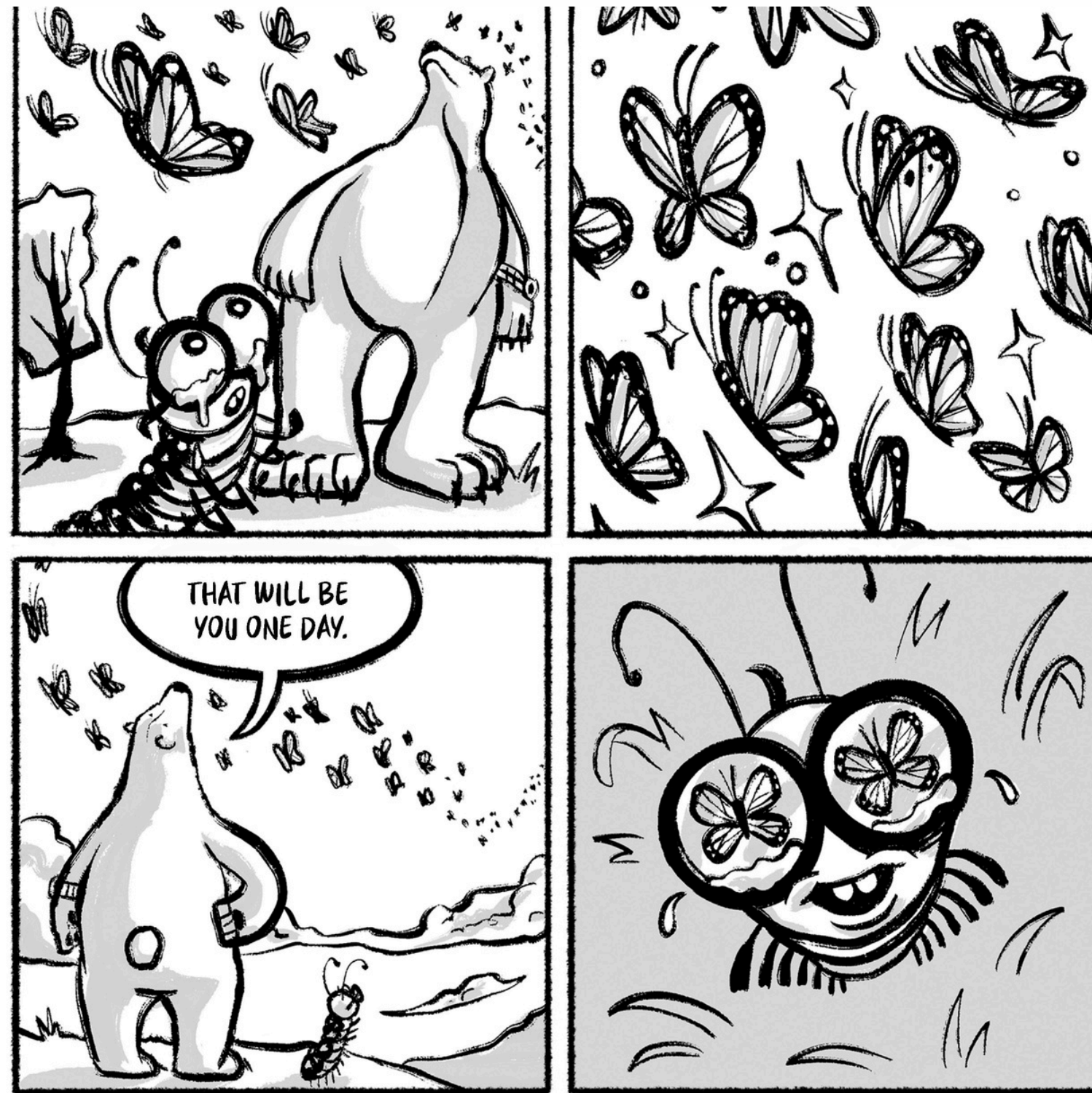
- Outcome → Long-term loyalty (even after they leave your team)

Celebrate movement, not just retention

- Outcome → Reputation as a talent builder

Elevate and Release

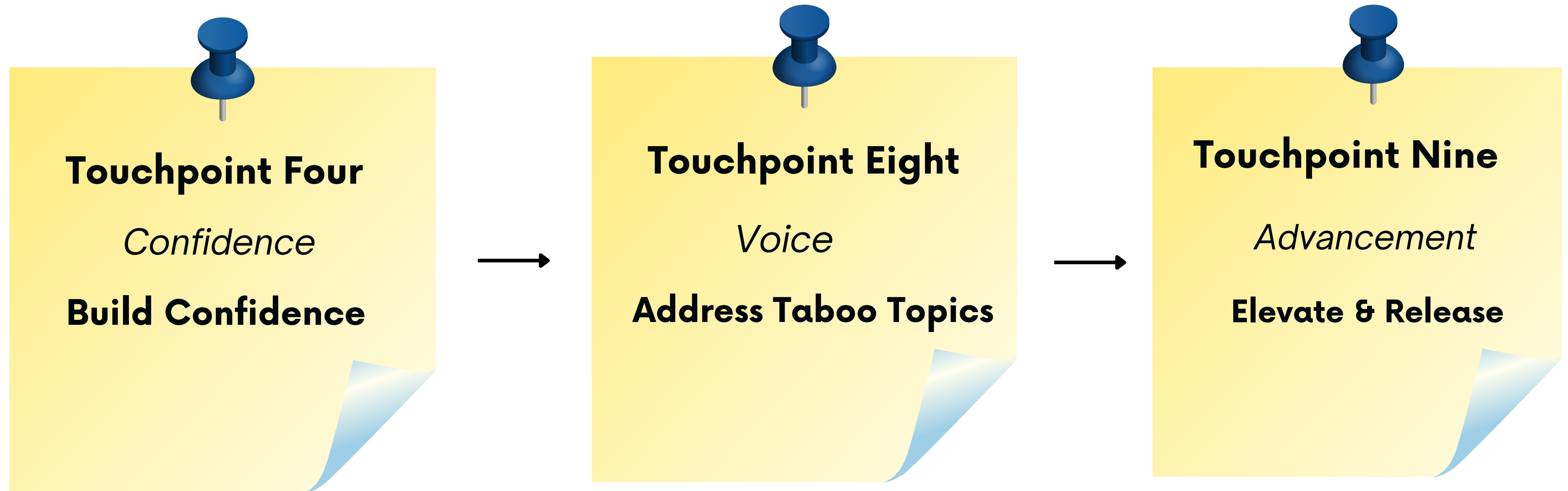
When you empower people to succeed beyond your organization you create galaxies of impact.



The Women's Leadership Lifecycle

If you build confidence but avoid hard conversations, growth stalls.

If you support but don't elevate, women plateau.



The Challenge



Leadership Reflection

Who on your team is ready for more responsibility but doesn't realize it yet?

What issue is everyone aware of, but no one is discussing?

Who are you holding onto instead of elevating?

If you are building products for women's wellness, make sure you are building workplaces where women can succeed.



WHEN YOU LIFT OTHERS YOU RISE

INVEST IN PEOPLE. NOT FOLLOWERS.

Become a leader who **inspires, connects, and creates lasting impact** with the ten mentorship touchpoints in *Lift*.

From **Amy Summers**, pioneer in remote work and virtual mentorship



"A generous, practical playbook that turns managers into mentors and teams into talent engines."

SCOTT SANDERS

Tony, Emmy, and Grammy Award-winning producer



"Amy Summers shows that mentorship is not a privilege. *Lift* moves us toward a more inclusive, human-centered way of developing people."

SUEZETTE YASMIN ROBOTHAM

Bestselling author of *Beyond Titles*



"Amy Summers's focus on relationships is both refreshing and urgently needed in today's business world."

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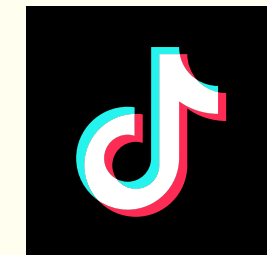


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