



# OWN YOUR BRILLIANCE

WEEKEND RETREAT

**SPONSORSHIP PACKAGE**



***COURAGE IS TWO-  
FACED WHEN IT  
SHOWS UP IN THE  
WORKPLACE.***

**- Candace Doby**

On one side, **organizations** have a critical responsibility to invest deeply in creating a culture where all employees are equipped and supported to take worthwhile risks at work.

On the other side, **individuals** have a personal responsibility to exercise the fullness of their potential and power in the workplace.

This retreat unpacks, explores and addresses the personal responsibility side of courage.

# WHAT IS THE RETREAT ABOUT ?

The Own Your Brilliance retreat is an intimate and immersive experience that amplifies Black, young professional women's ability to courageously speak up, step up and show up at work.

This hands-on, two-day event gives feedback, support and guidance to participants in a

psychologically-safe environment with other young women of color who are doing the work to bust limiting beliefs, understand the inner workings of fear and courage, and create courageous plans of action to own their brilliance in professional spaces.





# WHY IS IT BEING HOSTED?

Black, young professional women have the power to transform themselves, their teams and their organizations with their unique perspectives and prowess, but ...

For far too long, they've been keeping their words under wraps to avoid coming across as too aggressive. They've been hiding what makes them brilliant to align with convention, and they've been waiting for someone to say it's their turn to avoid stepping on another person's toes.

When Black, young professional women remain silent and agreeable, they become disengaged, less productive contributors.

And, their organizations lose opportunities to capitalize on divergent thinking, explore unique solutions and innovate faster – all of which impact the bottom line.

## BY THE NUMBERS

While companies are catching up to creating a culture of courage where everyone can perform to their potential, it remains critical for Black, young professional women to practice self-advocacy to impact their work experiences.

62%

of Black women don't feel like their managers show interest in their careers.

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56%

of Black women don't feel comfortable disagreeing with co-workers.

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51%

of Black women don't feel like senior coworkers publicly praise their skills.

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41%

of Black women want to be top executives, compared with 27% of white women.

# HOW IS THE RETREAT STRUCTURED?

For two content-filled days, participants:

- Engage in exercises to define their brilliance and clarify their values
- Learn and apply the courage process to help them advocate for themselves at work
- Unpack the results of their DiSC work-style assessment and use insights to help them build professional relationships
- Create 60-day plans of courageous action
- Collaborate and learn from other Black, young professional women
- Connect over group meals in 5-star venues





# WHAT PREVIOUS PARTICIPANTS SAY ...



# WHAT PREVIOUS PARTICIPANTS SAY...

*"This experience has changed my outlook on fear and courage."*

*"I love your framework."*

*"This retreat put so much into perspective for me."*

*"The 60-day plan will help me start my journey."*

*"We needed more days!"*

*"What I liked least about the retreat was having to leave."*

*"This retreat was very inspiring, enlightening and collaborative. I felt very appreciated and supported the whole time."*

[WATCH RECAP VIDEO](#)



# SPONSORSHIP OPPORTUNITIES

There's no better time to invest in the growth, development and elevation of Black, young professional women.



# SPONSORSHIP LEVELS

## **SPARK - \$2,500**

- Listed as retreat sponsor on website
- Promoted as a retreat sponsor across social media channels
- Opportunity to include a usable/consumable item in welcome box
- One registration to the retreat

## **SHINE - \$5,000**

- Includes everything listed in SPARK
- Spotlighted in email blast to subscribers and supporters
- Opportunity to include marketing offer in registration bag for participants
- Two registrations to the retreat

## **BLAZE - \$10,000**

- Includes everything listed in SPARK and SHINE
- Sponsor of Fed Up With Fear™ dinner
- Three registrations to the retreat

# SPONSORSHIP AT EACH LEVEL WILL ...

Provide an opportunity for a dynamic group of Black, young professional women to get expert guidance on leveraging courage to speak up, show up authentically and step up at work.

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Help equip participants with a blueprint of the courage process that they will be able to leverage with various audiences and applications.

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Help to support and nurture a space where participants can be open and vulnerable about their barriers and beliefs related to owning their brilliance and acting with courage.

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Support a Black-owned business committed to delivering tangible leadership development tools professionals crave in a way that makes courageous leadership fun to talk about, easy to digest and practical to activate in the workplace.





# **THE NEXT OWN YOUR BRILLIANCE RETREAT:**

**WHEN: SATURDAY, SUNDAY - JULY 20-21**

**WHERE: ATLANTA, GA - CONSTELLATIONS**

**TIME: 9:00 AM - 4 PM**



# ABOUT CANDACE DOBY

Candace Doby is founder of The Can-Do Company. She is a leadership development strategist, author of *A Cool Girl's Guide To Courage*, and professional speaker who works with organizations to create a culture of courage where employees spend less time and energy censoring and hiding themselves and more time performing at their highest potential.

Candace combines a decade of research on courage with her experiences traveling the world solo and a 16-year, award-winning marketing career – much of which was spent leading teams at Chipotle. This unique combination equips her with the actionable strategies she has shared with leaders across the globe to help them courageously speak up, step up and show up in the workplace. Her work has been featured on MSNBC, NPR and TEDx.

**LET'S GET  
IN TOUCH.**

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