

# Changing the Lives of **Women** **Who are** Changing the World

IMPACT REPORT 2024

**journey** TO LEAD





Dear Friends,

Three years ago, a group of women leaders convened in Colorado to create a new way to propel women to the top of the private sector. The words of Mary Barra and Ginni Rometty still resonate: “The way to make real change is to create accelerators within future generations of women leaders.” And JOURNEY was born. By identifying and equipping exceptional mission-driven women to reach the top, JOURNEY enables high-potential leaders to scale their impact, change more lives, and create a multiplier effect that benefits everyone.

The outstanding leaders in our third annual class of Fellows are midway through their year-long program, and our first two classes have completed theirs. By next spring we will have a Fellow community of 100 and growing. These lifelong Members enjoy continued access to our network and the JOURNEY team’s coaching on building impact platforms, serving on corporate boards, and making other strides key to strengthening leadership.

Yes, we’re proud that so many of these Fellows tell us we’re changing their lives. More importantly, we are proud of *them*. They have ascended into CEO roles, raised major capital, added Fortune 500 companies as customers, expanded their businesses into new global markets, and amplified their thought leadership on critical issues. We stand in awe of their keen vision to tackle the world’s most pressing challenges, their boundless talent, and their fierce determination to scale impact.

Nearly everyone who engages with the JOURNEY Fellows—the renowned leaders in our Champion community, our board members, our Partners—are inspired by these visionary leaders. And they applaud the progress already being made by JOURNEY’s unique and powerful approach to strengthening the top of the leadership pyramid. Champion Roz Brewer says it well: “I want so much for this generation and sometimes I lose hope. JOURNEY’s Fellows open my eyes to new possibilities.”

JOURNEY’s Champions are core to our progress; their collective genius is what makes us unique. These trailblazers have led large companies as Chairs and CEOs; they’ve built major venture funds and philanthropies. They were among the first women to reach the top—and they refuse to be the last. (See page 12 for full list.)

During JOURNEY's four annual in-person events, local gatherings, and one-on-one coaching, the Champions build bonds and guide Fellows on honing strategy, driving change, and building the skills and confidence to 'go big' as leaders.

JOURNEY Co-founder Pattie Sellers spent two decades leading Fortune Most Powerful Women and creating a preeminent global leadership community. I led Fortune MPW's international growth, and now we are leveraging our experience to build JOURNEY to be an even more extraordinary leadership network. We are strategically adding prominent women leaders to our current community of 50 Champions, while bringing in men as Partners via our Circle of Allies. (See list on page 13.)

Our Champions and Partners understand our urgency to scale Journey to Lead, a 501(c)3 nonprofit, and enrich the supply of top leadership talent. The world has entered an especially uncertain and treacherous era—contending with climate change, cyber threats, and yawning inequities related to healthcare, education, and economic mobility. Generative AI portends dramatic progress and massive risks. Only by equalizing access and optimizing the full potential of today's best emerging leaders—all talent in the pipeline—will we meet these daunting challenges.

**With hope and gratitude,**

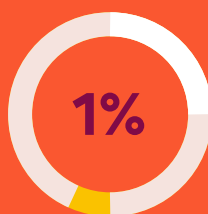
**Nina Easton**

Co-Founder and Board Chair  
Journey to Lead

## THE NEED FOR JOURNEY IS NOW



Only 10% of Fortune 500 CEOs are women, and less than 1% are women of color. 2% of VC funding goes to women, and less than 1% to women of color.



C-suite progress is reversing: Women's share of top executive roles (CEO, CFO, and other senior positions) in S&P companies dropped to 11.8% in 2023 from 12.2% in 2022.



***“Life-changing. I am overwhelmed by the remarkable opportunities that have come my way—and astounded by the speed at which these opportunities have come.”***

**Ruthie D. Lyle**, Principal Technical Patent Architect, Nvidia

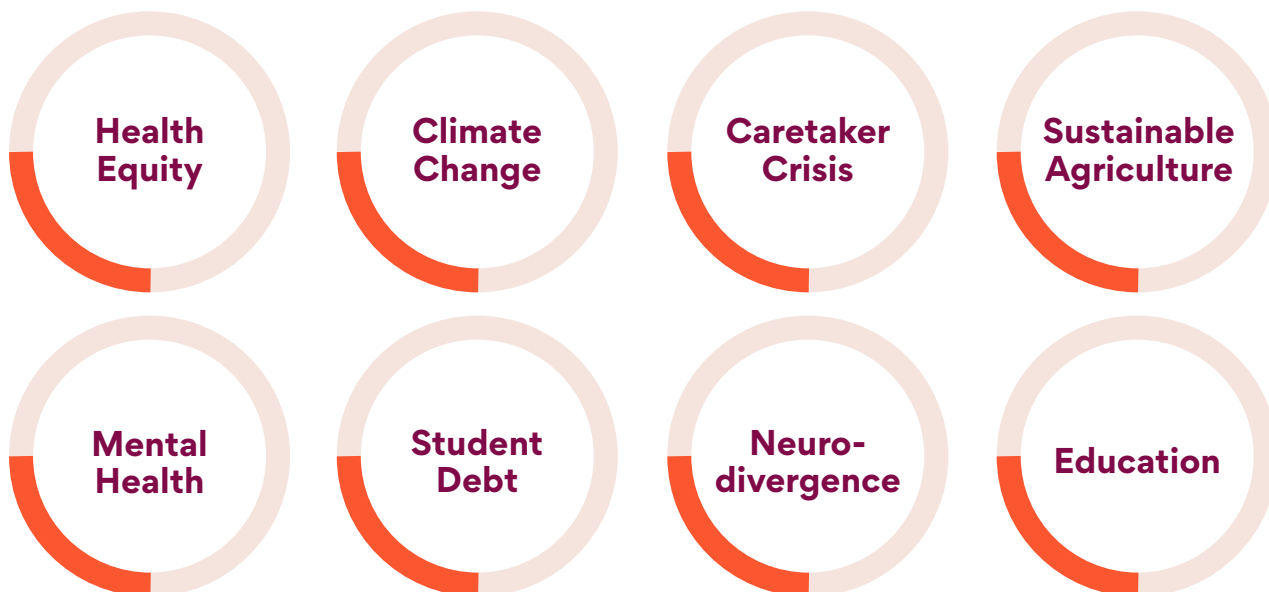
*"I've never seen such a curated ecosystem of top talent."*

Rhys Hughes, Executive Talent Partner, Google Ventures

## See what Fellows are saying...



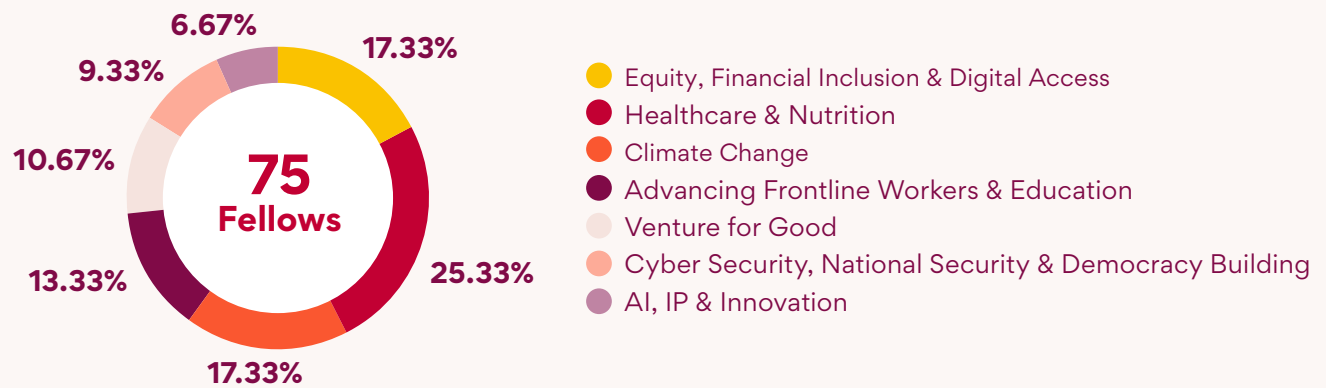
## FELLOWS ARE MAKING MAJOR IMPACT IN...



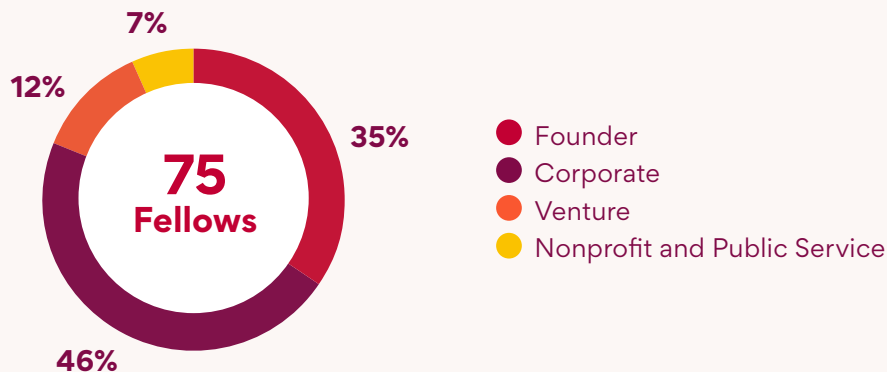
# Scaling Impact to New Heights

Private sector leaders 100% committed to driving diversity and scaling impact

JOURNEY Fellows: 100% Mission Driven



Leaders who reflect the diversity of today's world, overcoming personal obstacles to succeed



**JOURNEY is intergenerational with no age restrictions. We believe in 2nd, 3rd, even 4th acts!**

**87%**  
OF FELLOWS

Say JOURNEY has equipped them to scale their leadership

**86%**  
OF FELLOWS

Rank their JOURNEY experience very good/excellent

*“JOURNEY is a phenomenal organization offering a powerful leadership development opportunity.”*

**Jemina Bernard**

President and COO, Teach for America

*“I’m more confident, more comfortable as a leader, and more clear about what I bring to the table—which is to bring others along.”*

**Ivy Barney**

SVP, Store Operations, East at Walmart

*“The JOURNEY community is unwilling to let any of us sell ourselves short—in my case, growing our impact in supporting frontline workers.”*

**Muriel Clauson Closs**

Co-Founder and CEO, Anthill

*“Hearing how Champions lead through crises—and build a muscle around it—has been invaluable to scaling my own leadership.”*

**Elise Smith**

Co-Founder and CEO, Praxis Labs

*“JOURNEY has helped me see multiple tracks to making an impact—and taught me how to own my power.”*

**Rebecca Foster**

CEO, VEIC

*“JOURNEY teaches you how to ladder your impact, navigate crises, scale beyond your fence line—in my case, to drive sustainability.”*

**Shenna Bennett**

Director, Global Logistics Operations, Dow



# The JOURNEY year

## Act bold

Fellows build action plans via:

- 1:1 coaching with Champions
- Monthly virtual sessions with JOURNEY Partners, VCs, board recruiters, media trainers, and executive coaches
- Coaching on leadership storytelling/platform building from JOURNEY's team of experts

## Think big

From the White House to Nasdaq to Sand Hill Road, Fellows and Champions convene to share in-the-trenches stories of leadership and innovation, and insights on global challenges. JOURNEY Fellows map plans to scale their leadership and convene with Champions and Partners at annual events that include:

- A four-day Kickoff Retreat
- Multi-day JOURNEY events in cities including Washington DC, San Francisco/Silicon Valley, New York, and Chicago
- Regional dinners and other local gatherings

## Tap community expertise and support

- Vision clarifies
- Mission expands
- Confidence grows
- Doors open
- Leadership and impact scale

### The JOURNEY Team works one on one with Fellows to:

Shape thought leadership  
Create board bios  
Coach for speeches and media interviews  
Advise on leading through crises

### JOURNEY Champions work one on one with Fellows to:

Advise on scaling globally  
Coach on raising VC funding  
Open doors to new growth  
Navigate corporate board opportunities







***“An extraordinary, affirming, and soul-redeeming experience”***

Mia Mends, CEO of C&W Services, Cushman & Wakefield

# The JOURNEY Timeline

The JOURNEY team and our Champions work all year long to select and equip the best women leaders of tomorrow to scale.

## January

Application window for the new class of Fellows closes.

JOURNEY convenes Fellows, Champions, and Partners in San Francisco for the annual multi-class event.

## February

JOURNEY reviews applications and interviews finalists for the new class of Fellows.

## March

Graduating Fellows convene with Champions and Partners at JOURNEY NYC.

JOURNEY announces the new class of 25 Fellows on International Women's Day.

## April

JOURNEY Team meets with each of the 25 new Fellows virtually to learn about their goals and challenges and to map their JOURNEY year ahead.

## May

The JOURNEY Kickoff Retreat brings together the 25 new Fellows and the Champions for four days of collaboration, coaching, and guiding to scale leadership and impact.

## June

Monthly virtual workshops and one-on-one coaching begin for the new Fellows. Topics include leadership storytelling, serving on corporate boards, and presentation training.

Fellows, Members, and Champions gather virtually to share ideas on scaling leadership and impact.

## July

JOURNEY continues hosting virtual sessions and conducting one-on-one coaching throughout the summer months.

Regional Pods, which are local groups of Fellows and Champions, convene to share ideas.

## August

Application and Nomination window for next year's class of Fellows opens.

## September

Fellows gather with Champions, Partners, and government leaders at JOURNEY DC.

## October

Fellows and Members meet virtually with JOURNEY Partners who share lessons on scaling leadership.

## November

Fellows, Members, and Champions convene virtually for a workshop on raising capital.

## December

The JOURNEY team reviews hundreds of applications for the next class of Fellows.

# Champions

Thank you Champions  
for paving the way.

Jenny Abramson  
Linda Addison  
Peggy Alford  
Mary Barra  
Corie Barry  
Elisa Villanueva Beard  
Rosalind Brewer  
Tory Burch  
Lisa Caputo  
Leanne Caret  
Wei Christianson  
Alicia Boler Davis  
Donna De Varona  
Tami Erwin  
Michèle Flournoy  
Janet Foutty  
Maëlle Gavet  
Helene Gayle  
Margo Georgiadis  
Kirsten Green  
Desiree Gruber  
Marillyn Hewson  
Melody Hobson  
Angela Hwang  
Jenny Johnson  
Andrea Jung  
Jenny Just  
Kathy “Coach” Kemper  
Sallie Krawcheck  
Ellen Kullman  
Aileen Lee  
Stephanie Linnartz  
Susan Lyne

Anja Manuel  
Marissa Mayer  
Dina Powell McCormick  
Hadley Mullin  
Indra Nooyi  
Asahi Pompey  
Jackie Reses  
Jana Rich  
Rachel Romer  
Ginni Rometty  
Megan J. Smith  
Sonia Syngal  
Chrissy Taylor  
Jennifer Tejada  
Carol Tomé  
Baroness Shriti Vadera  
Kathi Vidal

# Allies and supporters

Thank you to the major donors who power JOURNEY.

## Foundations and Companies

Ford Foundation  
 Goldman Sachs Charitable Gift Fund  
 Anonymous  
 Bank of America Charitable Foundation  
 Asurion Insurance Services Inc.  
 Raytheon  
 The MCJ Amelior Foundation  
 Deere & Company  
 Colgate-Palmolive

## Individuals

Jenny Johnson  
 Kathi Vidal  
 Melody Hobson  
 Maëlle Gavet  
 Jenny Just  
 Peggy Alford  
 Wei Christianson  
 Indra Nooyi  
 JOURNEY Class of 2023-24  
 Leanne Caret  
 Kristen Green  
 Desiree Gruber  
 Kathy "Coach" Kemper  
 JOURNEY Class of 2022-23  
 Ginni Rometty  
 Tory Burch  
 Tami Erwin  
 Marillyn Hewson  
 Dina Powell McCormick

## Circle of Allies\*

John Donahoe (John & Eileen Donahoe Foundation)  
 Dara Khosrowshahi  
 Henry R. Kravis (The Marie-Josée and Henry R. Kravis Foundation)  
 Chip DiPaula  
 Ken Chenault  
 David Epstein  
 Kenneth Frazier  
*\*Male leaders who donate at least \$100,000*

## In-kind

Poker Power  
 FlyteVu  
 PagerDuty  
 Gwen Perry Davis  
 The Travelers Companies  
 Google Ventures

## Board of Directors

Nina Easton, Chair  
 Elisa Villanueva Beard  
 Lisa Caputo  
 Gwendolyn Perry Davis  
 Chip DiPaula  
 Kathy "Coach" Kemper  
 Yolanda Sanders  
 Pattie Sellers



# A Lifelong Community





[journeytolead.org](http://journeytolead.org)

**journey** TO  
LEAD

