

PLAYING BIG  
Leadership  
Programs

# Playing Big

## *Professional Development Programs*

Created and led by author and women's leadership expert, Tara Mohr, the Playing Big programs unleash the potential of high-talent women, empowering them to confidently bring their best ideas forward and to lead with passion and authenticity.

### 2017 Courses

#### **Playing Big Intensive Training, May 15 – July 28, 2017**

In this proven, 11-week course, women learn the framework and skills they need to play bigger at work. They learn to quiet their inner critic, access and trust their own authentic leadership, unhook from praise and criticism, and courageously communicate their biggest ideas, and much more.

***Program tuition: \$874***

***Program + three individual coaching sessions with a Playing Big coach: \$1774***

#### **Playing Big Facilitators Training, October 2, 2017 – March 30, 2018**

This in-depth unique training for managers, mentors and coaches combines two layers of learning and exploration: 1) individuals experience the Playing Big skills for themselves and 2) they learn to incorporate the Playing Big skills and model as they support the women they manage and mentor. Participants also receive a 4-hour *Introduction to Coaching Skills* and practice coaching and mentoring in small groups throughout the program. This course is accredited by the International Coach Federation (ICF) for 46.5 Continuing Coach Education (CCE) units.

***Program tuition: \$2699***

***Program + three individual coaching sessions with a Playing Big coach: \$3599***



## A Leadership Model That Delivers Results



Several years ago, women's leadership expert, Tara Mohr, began to see a pattern in her work as a leadership coach: Women with tremendous talent, ideas, and aspirations often didn't see their own brilliance. Too often, they were sitting on their big ideas rather than sharing them, holding back their most provocative questions rather than asking them.

Mohr began working with women to get at the root of why they were playing small and to discover what practical steps truly helped them to play big. She identified a set of powerful tools, concepts, and daily practices that helped women take big steps forward in their careers and their personal lives, and founded a personal and professional growth program for women using this methodology. She called it *Playing Big*.

Years later, the results have been incredible. Both men and women have responded by embracing the Playing Big model, applying it to themselves as well as to those they mentor and manage, and seeing outstanding results. Over 1,500 women from around the world have participated in the full Playing Big leadership program and now use Mohr's methods to learn to play big, feel more confident and fulfilled, and be more successful. Tens of thousands more have learned the Playing Big model through Tara's acclaimed book, *Playing Big: Practical Wisdom for Women Who Want to Speak Up, Create and Lead*, published by Penguin in 2014.

## Proven Outcomes

*Thousands of women around the world have attended Playing Big training programs.*

*This is what they have to say:*

- 94% report they **share their unique ideas, questions, and critiques** more frequently and more boldly
- 94% report they have **more confidence**
- 87% report they are **less afraid of criticism**
- 81% report they are **more powerful communicators**
- 87% report they **negotiate and/or approach difficult conversations with greater skill** and confidence
- 70% feel **more comfortable with self-promotion**
- 84% report they can **tap into their inner wisdom** more easily
- 88% feel a greater **sense that they are "enough"**
- 94% now see themselves as a part of a **global network of women** seeking to make positive change
- 85% feel an increased sense of **power to make a positive difference**
- 91% report that they are **playing bigger**

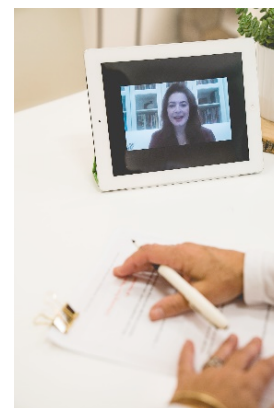
*This is what organizations see:*

- **Increased performance.** Playing Big graduates capitalize on their strengths, speak up more often and take more initiative.
- **Creative innovation.** Participants contribute their unique ideas and questions more frequently and more boldly.
- **A robust and ready talent pipeline.** Women who play big are eager for increased responsibility and see themselves as ready for it. They're powerfully engaged, powerfully contributing, and more easily promoted.
- **Higher retention and engagement.** When women share their individual voices and manage their fears and self-doubt, work is less stressful and much more meaningful. When they have a highly resonant career vision, they can proactively craft and manage their own career path.
- **Strong networks and mutual mentoring.** Women who participate together in a program gain a shared vocabulary for mentoring conversations, performance reviews, and supporting each other, and they pass on the Playing Big tools to the employees they mentor and manage.

## The Playing Big Experience

Playing Big is a multi-phase, experiential program that engages participants in learning by doing because behavior change comes from *putting new ideas and practices into action in daily life*.

- Each module includes a one-hour webinar by Tara Mohr, plus a 90-minute live, virtual workshop with Tara and other course participants.
- Reading from chapters in Tara Mohr's groundbreaking book, *Playing Big: Practical Wisdom for Women Who Want to Speak Up, Create and Lead*
- Exercises and daily practices to apply the learning
- Many supplementary resources including videos, audios, guest experts, articles, and inspirational artwork
- An online discussion forum where participants can share learning and discuss the material
- Check-in emails and optional text reminders from Tara between training sessions to help participants stay on track
- Optional small groups of three to four participants who meet to support one another and deepen their learning between training sessions
- One-on-one supplementary coaching with a Playing Big coach can be purchased in addition to the core training



## A Flexible Format for Working Professionals

Participants can participate in training sessions via any device and can attend sessions live or listen to the recordings at their convenience. All materials are downloadable so that individuals can refer to the materials well after the course ends.

## Certificates of Completion

Participants receive certificates of completion, upon request, if they meet the program requirements. Participants in the Playing Big Intensive will complete 80% of the sessions and worksheets to receive a certificate. Participants in the Facilitators Training must complete all sessions and pass a written assessment.

The Playing Big Facilitators Training is accredited by the International Coach Federation (ICF). Upon completion, coaches will also receive certification for 46.5 Continuing Coach Education (CCE) units – 21 in Core Competencies.





## Group Discounts

Participating in the program with a group of women greatly maximizes learning and application of the Playing Big skills. They build a common language and expectations, and provide each other with both support and a sense of accountability. Group discounts are available for teams of five or more who enroll in a program. Contact [gretchen@playingbig.org](mailto:gretchen@playingbig.org) to find out more.

## The Playing Big Curriculum

The Playing Big programs start with a strong foundation of inner work then build wise, practical skills that are critical for women in leadership. The Facilitators Training adds an additional layer, teaching women to mentor and coach other women using the Playing Big model, and provides plenty of opportunities to practice.

### What is Playing Big?

Redefine your playing big – from the inside out. Explore how you want to make a more significant, positive impact by speaking up, leading and contributing your ideas.

### Quieting Your Inner Critic So You Can Play Big

The voice of the inner critic is the number one thing that keeps women from playing bigger, but the solution is not having more confidence. Learn how to recognize your inner critic and practical tools you can use each day to quiet its voice.

### Your Inner Mentor: Tapping into the Guidance Inside You

Discover the second foundational skill for playing bigger: how to access and listen to your own unfailing, authentic inner wisdom.

### Getting Wise About Fear: Simple, Everyday Practices for Making Bold Moves at Work

Distinguish between two types of fear and learn how to skillfully respond to each so you can manage the fear that comes up when you step out of your comfort zone.

### Unhooking from Praise and Criticism

Explore how being “hooked” by both positive and negative feedback limits women’s playing big, and several powerful ways to get free – including a radical way of understanding and strategically using feedback.

## Leaving the School Room

The habits that high-achieving women learned as “good students” in school *hold them back at a certain level in their careers*. Learn how to “make the switch” to competencies such as influencing authority, self-promotion, risk-taking, improvisation, and trusting your own knowledge.

## Hiding & Leaping

Discover the common ways brilliant women hide from playing bigger while convincing themselves that they are diligently working toward their goals. Then learn and practice a special, highly specific kind of action that gets you out of hiding and into playing bigger now.

## Communicating with Power

Recognize the “little things” women do in speech and writing that diminish our impact, why we use them, how to let them go, and what to do instead.

## Navigating Negotiations & Difficult Conversations

Playing bigger requires skilled negotiation. Discover a unique framework that leverages women’s strengths so they can negotiate and have difficult conversations with confidence and clarity.

## Closing, Integration & Moving Forward

Review major concepts, celebrate success, and define your next steps. Practice a highly effective success architecture, using a 12-part framework, to support your next major step in playing bigger.

## 2017 Facilitators Training for Women in Higher Education

This year, our Facilitators Training will also have a special sub-cohort of women in academia. We’ll hold a number of dedicated sessions specifically for this sub-cohort on topics like:

- How to apply the Playing Big tools in an academic career
- Using the Playing Big approach to foster cultural change within university settings so that women faculty, staff and students are more empowered
- How to mentor, advise, and teach young women in the pioneering Playing Big model

In addition to these special sessions, you’ll have access to an online discussion group for women in higher ed. This is a place to share learnings, challenges, questions and dilemmas around your own Playing Big journey in academia and using this model with others in university settings. Alumnae of our courses who work in academia will also be part of these discussions, sharing their lessons learned and concrete examples of how they are using the approach in their teaching, advising, and for their own career development.

The Playing Big model has been seen in:



The Playing Big model has been used in a wide variety of organizations.





## Graduates Talk About the Impact of Playing Big



“This is an amazing course! It helped me figure out what my ‘playing bigger’ looks like and how it could be different as life evolves. The course is a nice balance of practical tools, self-reflection and guidance from Tara and resonant stories from others. I thought it was fabulous that I could do this with my own time and without judgment. Overall, I would highly recommend this (and have been) to other women who desire to make a bigger difference in their lives in an authentic way.” *Zeryn Sarpangal, Vice President of Human Resources*

*& Corporate Affairs at Achaogen, Inc.*



“After attending the Playing Big course, I am much better at communicating from a place of strength. I realize I was undermining myself with my choice of words. I mentor several colleagues. So often now, concepts we discussed in Playing Big jump out when I’m coaching these ladies. I’m glad I can share some ideas to help them play bigger in their careers. I feel much better about my abilities and contribution in the world. I’m sure this confidence is evident to others. But most of all, I am happier about what I am doing.”

*Meg Mosley, Finance Executive*



“I sought out the Playing Big training for my own professional development and quickly realized that the tools would benefit my clients, too. The Playing Big tools and ideas have become an important resource that I use to help unsure leaders activate their visions and implement bold new projects and initiatives.” *Rochelle Williams, Founder and Principal Consultant, Gather*

“I have gone through numerous leadership trainings (covering many of the same topics), but Playing Big really struck a cord. Maybe because we are focusing on “women specific” challenges for each topic, but mostly because of the delivery – the images used, the targeted questions raised, and the practical exercises used to bring it home and make it personal. I had numerous “ah-ha” moments – there is no doubt playing big has helped me unlock what was holding me back and is setting me up for a successful return after my maternity leave.” *Valerie Pisano, Engagement Manager, McKinsey & Company*

“I started Playing Big at the same time I moved into a corporate senior management role—a huge leap from the isolated desk research role that I had been in. I turn to the lessons when I find a new struggle that I can’t resolve and the content leads me to look at situations in new ways, opening new solutions and opportunities. Playing Big has increased my confidence and effectiveness, while lowering my stress and worry. Perfectly delivered to help me grow into the leader that I have been asked to be.” *Yvonne, Director, Retail Company*

## Testimonials from Women in Academia



“Tara Mohr’s Playing Big has changed my life. I started the course amidst a terrifying professional transition. I was welcomed and supported by Tara’s dynamic community of women from all over the world who not only affirmed that there is room for my gifts in the world, but also encouraged me to leap into my brilliance with courage and conviction. Since starting the program my salary has more than doubled, I have started my own LLC, and strategized next steps for my personal and professional success, all while learning to live with, and not be paralyzed by, my inner critic. Playing Big is filled with engaging content and effective exercises that mine women’s innermost aspirations and dreams. As a professor and public religious leader, I cannot say enough about the difference Playing Big has made in my life. Playing small is no longer an option!” *Reverend Dr. Eboni Marshall Turman, Assistant Professor of Theology and African American Religion at Yale University Divinity School*



“Tara delivers substantive, practical content – manageable even for those people with busy, full lives – that will stay with you long after the formal program is over. Playing Big offers great benefit for academics, helping us better tap into our creativity, vision, and power. I am a faculty member at a women’s college; the mission of my work is to support women playing bigger. As a psychology researcher, I value empirically-supported strategies. As a health scholar, I aim to improve community well-being. As a mentor, I know that the most sustainable approach to developing leadership capacity is to acknowledge people in their messy, glorious complexity – including mind, body, heart. I only wish I knew about the Playing Big program earlier, as it profoundly supports each of these values. *Benita Jackson, PhD MPH, Associate Professor, Department of Psychology, Smith College*



“I’ve experienced significant changes because of this program. I am able to put my learning, qualifications, and skills to best use because I communicate more clearly. I find that others are more clear about my role and contributions, which means they know when to come to me for input and when the request should go elsewhere. My profile is also growing in the industry, which is positive for the organization I work for. I manage my time better because I understand my role and worth, so delegate tasks more easily when appropriate. I also communicate more confidently with senior managers and with the people who report to me. I am generally more professional, happier, and putting energy into areas that align with the organization’s mission, as well as my own values.” *Joelle Adams, Adjunct Professor*



“I’m EXTREMELY satisfied with what I got from this course! It is a collection of absolutely essential and brilliant tools that will be useful throughout my professional and personal life. THANK YOU for all the brilliance, work, thoughtfulness, knowledge, experience, connections, and (very importantly!) the love and passion that you put into this course!” *Beth Molnar, Associate Professor, Northeastern University & President, Board of Directors, Boston Area Rape Crisis Center*



## Leading Voices Speak to the Playing Big Model



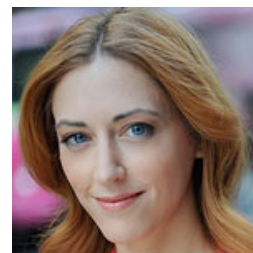
“At last. At last this very important book has been written, encouraging women to take up all the creative space they deserve in the world. I hope it will empower legions of women to step into their greatness. I couldn’t be happier about this publication.” *Elizabeth Gilbert, Author of [The Signature of All Things](#), [Eat, Pray, Love](#) and [Big Magic](#)*



“Tara and I share the same philosophy: we hope inspirational ideas will ignite you to go out and make an impact in your own life. Whether she’s writing for [mariashriver.com](#) or urging others to become a change agent through her book, Tara is practicing the *Playing Big* words she preaches.” *Maria Shriver*



“Tara Mohr shows us how to replace self-doubt, inadequacy, and worry with confidence, self-worth, and courage. She is a brilliant writer and teacher whose warmth and passion fill these pages. Full of examples and practical tools, this is a gem of a book.” *Rick Hanson, PhD, Author of [Hardwiring Happiness: The New Brain Science of Contentment, Calm, and Confidence](#)*



“Tara Mohr offers a new model of leadership, one that acknowledges and embraces the complex realities of women's lives. She shows us how to take the leap, even when we don't feel ready. *Playing Big* is the perfect catalyst for any woman who wants to go outside her comfort zone, find her voice, and embrace the biggest possibilities of her life.” *Kelly McGonigal, PhD, author of [The Willpower Instinct](#)*





### About Tara, Creator of the Playing Big Program

Tara Sophia Mohr's work is known for its unique blend of intellectual rigor and intuitive wisdom – a blend of heart, mind and soul. She is the author of *Playing Big: Practical Wisdom for Women Who Want to Speak Up, Create and Lead*, published by Penguin Random House, and named a Best Book by Apple's iBooks. Tara is also the creator of the acclaimed Playing Big leadership programs for women.

Tara's work has been featured on *The Today Show* and in publications ranging from *The New York Times* to *Harvard Business Review* to *goop* to *MariaShriver.com*. She has been a speaker at venues ranging from BlogHer to TedxWomen to Emerging Women. Her Playing Big model is now a part of leadership development programs at T-mobile, Starbucks, Bank of America, Amazon.com, and many other companies. The Playing Big model has also been incorporated into middle and high schools in the US and UK to support girls' leadership development.

Tara received her MBA from Stanford University and her undergraduate degree in English literature from Yale.

Over 55,000 women from around the world follow Tara's writing and wisdom. She is also a poet, and the author of *Your Other Names: Poems for Wise Living*.