



2023

How She Leads

Highlighting Local Female Business Leadership

On **Nov. 27, 2023**, Springfield Business Journal will publish a special section inside SBJ celebrating local female business executives.

How She Leads will highlight their leadership principles, business advice, what they've learned and how they've shaped their careers. The special section will offer real-time business insights from the region's top female executives.

Springfield Business Journal is the Business Authority and these profiles will demonstrate how key female executives, managers and entrepreneurs lead their teams and their organizations. **Do you have an exceptional female leader on your team that you would like to celebrate?** This is a unique opportunity to share how she makes a difference for your team while helping your business stand out from the crowd.

How She Leads

Space deadline: Friday, October 20, 2023

Questionnaire due: Friday, October 27, 2023

Ad artwork materials deadline: Friday, October 27, 2023

Proof delivered: Friday, November 10, 2023

Final approval due: Friday, November 17, 2023

Publish Date: November 27, 2023

**Photoshoot: Friday, October 27, 2023
from 2-4PM**

Cover Sponsor

- Customized cover photo of your female executive in your workplace and your logo on the cover with customized by-line
- Page 2 Full Page featuring one or two executive contributors
- Page 3 Full Page display ad
- Host How She Leads photo shoot and networking event
- Custom professional photo with usage rights
- Included as cover in digital edition on SBJ.net
- Pages live on SBJ.net with active back-links
- A commemorative plaque to display your article

Investment \$4,200 Value \$12,870



Custom Photo on Cover

Page 2 Advertorial and Page 3 Full Page Ad



How She Leads

What makes a good feature in How She Leads?

- Featuring female business owners
- Local stories of top women executives
- Influential and powerful women in business
- Female board members and agents of change
- Valuable lessons learned
- Celebrating a diverse workforce
- Workforce development
- Mentoring and career development

How She Leads Contributor Guide

Pick one of the writing prompts below to help you get started writing your contribution to How She Leads. The writing prompt you choose should inspire you to tell a personal story.

Your target character count (including spaces) is:

- 2,500 for the 2/3 page advertorial
- 1,775 each for the full page advertorial with two contributors
- 3,500 for the full page advertorial with one contributor

The SBJ Creative Services team will edit your contribution for grammar, style, and length if necessary.

How She Leads Writing Prompts

- Who was your biggest professional influence and how did they influence your leadership style?
- List and describe up to three of the most important leadership lessons you have learned.
- Describe one of the most difficult but meaningful leadership lessons you've learned and how it continues to influence you today.
- Describe three key factors that define your personal leadership style.
- What is a common challenge female leaders face and how are you or your company addressing those challenges?
- Is there a book, speaker, or organization that is currently influencing you as a leader?
- What do you wish somebody had told you about being a leader?
- What advice do you have for aspiring leaders?
- If someone were to write a few sentences about your leadership legacy, what would they say?
- How do you think leadership will change in the future, and what's going to influence those changes?

How She Leads

Full Page Advertorial + Full Page Display Ad
Investment \$2,695 Value \$8,150

- Full Page display ad
- Full Page advertorial with one or two contributors
- Custom Professional Photo
- Included in Digital and Print Editions
- Page lives on SBJ.net with active back link
- A pdf of the printed piece
- A commemorative plaque to display your article

HOW SHE LEADS

Cheri Fisher
 ASSOCIATE VP OF QUALITY ASSURANCE
 NEXT LEVEL SOLUTIONS



PERSONAL LEADERSHIP STYLE
 My leadership style is quite a hodgepodge of traits that make me versatile. First and foremost I am a servant leader. My teams are helping to build this department, so their opinions and voices matter. I will always continue to advocate for my teams, their values, and how they are rewarded.

LEGACY
 I hope people see me as a leader who consistently pushes for the success and recognition of her people in every situation and as someone who isn't afraid to speak up, challenge the norm or drive towards smarter change in process or practice. My willingness to listen to feedback on needs and changes allows everyone to feel as invested in the growth of the department. This investment creates an environment that people want to grow and thrive in, knowing they will be appreciated by every level of leadership.

Christie Browne
 VP OF STRATEGIC OPERATIONS
 NEXT LEVEL SOLUTIONS



NEXT LEVEL SOLUTIONS

Our Mission
 At Next Level Solutions we do good work, for our clients, our employees, and our communities.

We have a culture that promotes mentoring and collaborative learning. Success will be a team effort, and we always emphasize life-work balance.

DO. GOOD. WORK.

Meet some of the female leaders on the Next Level Solutions team: L-R
 Standing- Aislynn Hamilton, Hailey Kolstad, Cheri Fisher, Courtney Welch, Haley Armstrong
 Sitting- Jaylee Dean, Christie Browne, Patty Hunt, Valerie Rogers, Emily Alder-Venturella



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How She Leads

**2/3 Page Advertorial +
1/3 Page Display Ad**
Investment \$1,955 Value \$5,925

- Third Page display ad
- Two-Thirds Page advertorial
- Custom Professional Photo
- Included in Digital Edition
- Page lives on SBJ.net with active back link
- A pdf of the printed piece
- A commemorative plaque to display your article

HOW SHE LEADS

Megan Eli
ARCHITECT
BUF STUDIO

LEADERSHIP INFLUENCE

My biggest influence, both personally and professionally, is my mother. Although we were middle class growing up, both of my parents worked hard to make sure we were able to travel, participate in the activities we wanted to, and in turn, left us with some genuinely great childhood memories. From a young age, my mom always pushed me to be independent and competent, while continuously inspiring me to reach my goals. In the process, she would say, painting a vivid and tangible picture of what I perceive success to look like. I have had the privilege of getting to watch her elevate herself from RN, through various roles of administration, and eventually all the way up to Chief Nursing Officer at CNA Hospital in Missouri. Her kind heart, willingness to actively listen, and bias for action are attributes that I have aspired to uphold in my own leadership journey. Witnessing such a quiet, reserved woman effortlessly command attention and draw followers has played a major role in who I have become and how I aim to lead others. As a woman in the design and construction industry myself, it can be difficult to gain respect from some of the more traditional colleagues. Due to the example my mom set for me, however, taking on a leadership position feels non-threatening and even natural at times. Having such a tough, ambitious, multi-talented woman in my life has shaped me in so many ways and for that I am forever grateful.

ADVICE FOR FUTURE LEADERS

- Take initiative for your own growth and development. No one will do this for you. You will occasionally have to step outside of your comfort zone to achieve your goals but do not shy away from this. You'll be amazed at what you're capable of not doing.
- Take time off! This may sound counterproductive, but it's so incredibly important. You've given PTO for a reason. Take it. Burnout is real and the effects of it can be detrimental to you and your company.
- Practice humility. Put the needs of your team before your own and be an advocate for your team members when they need it.
- Most importantly, learn to delegate. As a self-proclaimed perfectionist, this has been the single most difficult skill for me to learn. To be an effective leader, you must be able to let go of the belief that you can handle everything by yourself. Delegating tasks allows your team to support you, which will in turn help your company reach its goals.



HOW SHE LEADS

Heather Rooney McBride
FOUNDING MEMBER
ROONEY MCBRIDE & SMITH, LLC

LEADERSHIP STYLE

I have learned that as long as my employees have good attitudes and are meeting or exceeding performance requirements, it's okay if the business is not their main priority in life. It is not their job to always have the whole organization in their sights because that is the function of leadership. Everyone in an organization has his or her own niche of responsibility, and big picture thinking is not something that every employee is able to or should be required to do. I have had to learn to accept the best efforts that my team can give and to expect more than that as a leader to unrealistic.

INFLUENCE AND INSPIRATION

Attorney/Mediator Lisa Chen Blumentech was an important influence on my leadership style. As a strong female professional, there is a somewhat delicate balance to maintain. Lisa is a master at balancing the strength and confidence necessary to lead a team and to represent the people she works with and for, while still maintaining empathy and kindness for everyone, all with the utmost class and excellence in her demeanor and work performance. I hope I exhibit at least a fraction of her professionalism and leadership skills.

CONFRONTING GENDER BIAS

Unfortunately, I think women in leadership are still held to a largely unachievable double standard that requires us to be strong, confident and courageous, and also to be empathetic, flexible, and highly emotionally intelligent. Incorporating each of these qualities has not been traditionally required or praised in male leaders. My law firm and my business partners celebrate what I bring to the table in leadership - which includes what are traditionally viewed as masculine leadership characteristics, as well as uniquely feminine insights. And contrary to some organizations, RMS does not require me to fit a gender box when it comes to leadership skills. I am given the space to be my assertive and bold self and, at the same time, my insights concerning personality dynamics and how we as an organization can be flexible with our employees are also valued. I hope more organizations realize the benefits of hard and soft skills that female leaders can bring, but I also hope more organizations permit female leaders to be themselves without imparting unfair and gender-biased expectations on them.



HOW YOU DO ANYTHING
IS HOW YOU DO EVERYTHING
FULL SERVICE ARCHITECTURE,
INTERIOR DESIGN AND ENGINEERING

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b.u.f
STUDIO



FROM LEFT: JOEL THOMAS, RYAN FAUST AND CHRISTOPHE BOUTEILLE

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