

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.

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

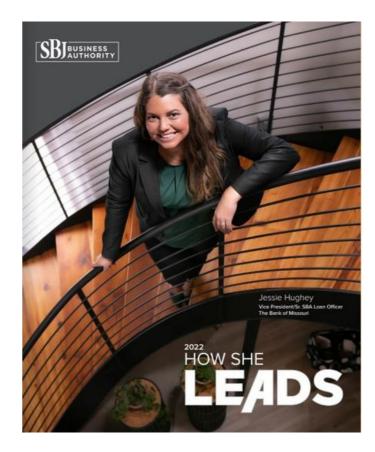
Photoshoot: Friday, October 27, 2023

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





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?

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



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.



secones looking to advance its leadership shile maintaining a well-rounded life.

LEADERSHIP STYLE

Duery person on my team is a human being with unique skills, hopes, fears, past experiences and goals. If I'm leading nell, I'm developing the type of open, trusting relationship that allows me to on their for their best possible ide-mork balance, growth and contribu-

cazese, the Sear of Sulture and my respons-es to Sulture held me back from so many opportunities. Learning that failure is to be expected, and even swicomed, as a ratelyst for improvement has been a life-changing resolvet.

THE FUTURE OF LEADERSHIP

I believe the demands placed on woin-en are only going to increase. Our rapidpaind society, overwhelming emounts of formation, and packed schedules will Leaders of the future will be folks who are a grounding force in the face of constant change, fintering workplace rul-tures where individuals are valued and empowered to bring their best contobu-

2135 E Primrose St Suite A Springfield, MO 65804 833-465-7669 | info@ntsnow.com

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







