



GearingUp

A CAREER CATALYST
FOR WOMEN+



Gloria Cordes Larson
Center for Women and Business
BENTLEY UNIVERSITY

Mission and Vision



Mission

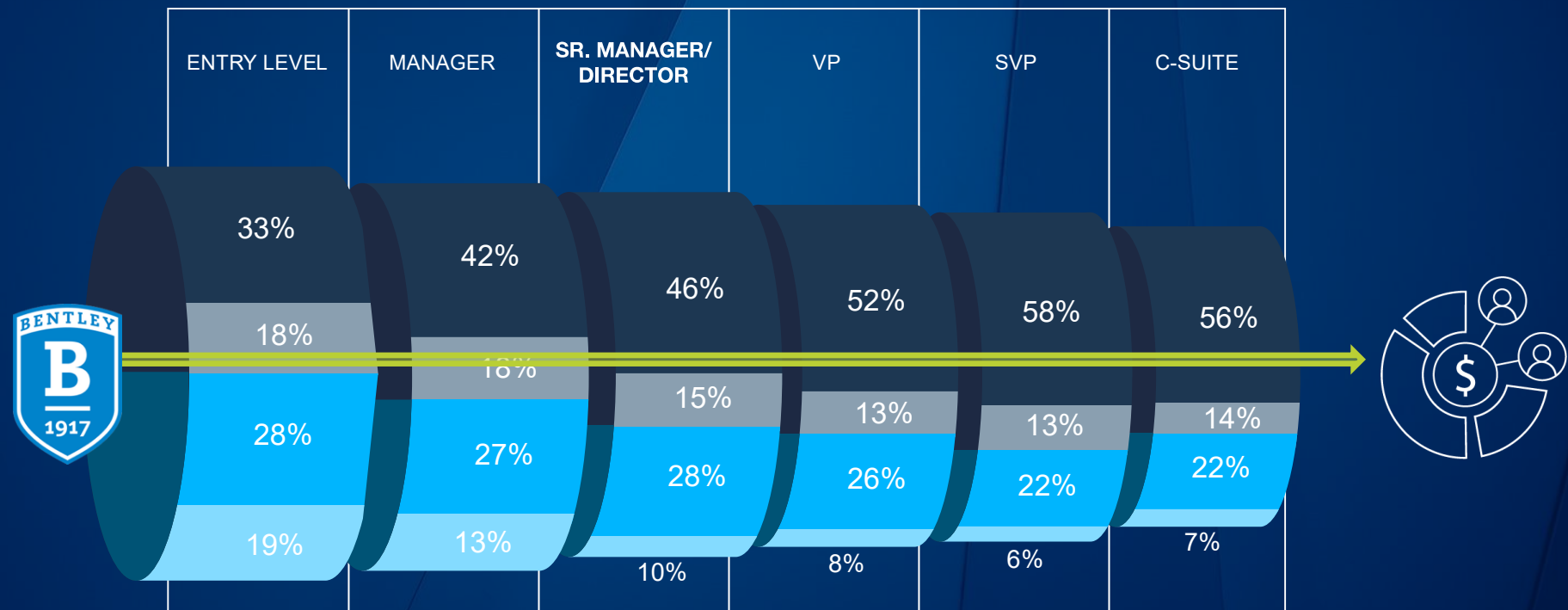
The Gloria Cordes Larson Center for Women and Business (CWB) is a catalyst for amplifying the power of all women from the classroom to the boardroom to drive equity and innovation in the business world.

Vision

We will empower women+ to lead through enriching programs, impactful partnerships, and data-driven research. The CWB will inspire transformative change across industries.

The Broken Rung

Despite widespread recognition that gender diversity and the inclusion of all groups benefit the bottom line, women continue to drop off at every stage—starting with the critical transition from entry level to early management. From there, their representation steadily declines all the way to the C-suite.



Source: Women in the Workplace report by McKinsey & Co and LeanIn.org

Our Commitment:

To ensure that every woman+ leader who comes through Bentley—whether as an undergraduate, graduate student, or through our continued learning programs—outperforms the national average on the gender pay gap and breaks through the barriers of the leaky pipeline.

Bypassing the Broken Rung: It's Just Good Business



RETAIN TOP TALENT



DEVELOP EMERGING LEADERS



RECOGNIZE HIGH PERFORMERS

The Gearing Up program addresses the leaky pipeline, highlighted in the Women in the Workplace report by McKinsey & Co and LeanIn.org., at the individual, organizational, and systemic level.

In collaboration with Bentley's renowned scholars, the CWB provides insights that break down structural barriers and offer practical strategies for building more inclusive, high-performing organizations.

By investing in women+, your organization can cultivate a robust pipeline of women+ leaders who are well-prepared for key roles within your organization.

Catalyzing Careers



Gearing Up focuses on building professional and personal skills for early – mid career women+ professionals. To accelerate the pipeline and strengthen the community of women+ leaders, Gearing Up is expanding from a one-day conference into a year-round program.

Beginning in October and culminating in March during Women's History Month, programming will include events focused on skill building, community connection, and professional growth. This expanded format reflects our commitment to not only celebrate women+ leaders, but to actively support their advancement every step of their career.



Community Connection

- Networking with Industry Leaders
- Virtual Panel Discussions
- Spotlight Speakers
- Multi-day Leadership Intensive
- The Power of Us: Gearing Up Leadership Awards and Celebration of Women+



Skill Building Content

- Effective Communication & Conflict Styles
- Confidence: Owning Your Influence & Authority
- Managing Up: A Framework for Workplace Success
- Getting a Seat at the Table: Effective Negotiating Skills for Women
- Maximizing your Talent via CliftonStrengths



Professional Growth

- Negotiating Brave Dialogues: An Act of Advocacy
- Forging New Paths for Women+ Leaders
- Building Pathways to Power Through Networks and Sponsorship
- Think Like a Boss: The Entrepreneurial Mindset for Any Role
- Owning Your Financial Future
- Allies in Action

Program Schedule 2025-2026



	Community Connection	Skill Building	Professional Growth	Modality	Duration	Date
Program Kick-Off and Networking	✓		✓	In-person	2 hrs	October 23, 2025
Panel Discussion	✓	✓	✓	Virtual	60 min	November 6, 2025
Leadership Intensive	✓	✓	✓	In-person	Full day	January 30, 2026
Leadership Intensive	✓	✓	✓	In-person	Full day	February 13, 2026
Leadership Intensive	✓	✓	✓	In-person	Full day	February 27, 2026
The Power of Us: Gearing Up Leadership Awards and Celebration of Women+	✓		✓	In-person	2.5 hrs	March 25, 2026
Reflection Session	✓		✓	Virtual	60 min	May 20, 2026

****Content (Subject to Change)**

Gearing Up Impact



20
YEARS

110+
WORKSHOPS

4,800+
PARTICIPANTS

Over the years, the conference has consistently delivered tangible leadership skills, fostering a community of women+ professionals eager to expand their networks, seek mentorship and set achievable goals. Doing so empowers participants to confidently advance in their careers despite systemic barriers.

As Gearing Up evolves into a robust, year-round leadership development program, we are offering ongoing in-person, virtual, and asynchronous programming. These experiences provide more opportunities to connect with others, learn from experts, and implement data-driven strategies to advance women+ leaders at every level.

- **Leadership skills enhancement**
- **Networking and mentorships**
- **Career advancement and action plan**

Sponsorship Opportunities



Champion \$20,000

- Presenting Sponsor Designation
- 20 employee cohort for all virtual and in-person sessions
- 20 tickets to The Power of Us: Gearing Up Celebration of Women+
 - Logo on reserved table
- 12-month Content Subscription
- CWB custom workshop or coaching
- CWB “Lunch and Learn” program
- Speak on a panel (optional)
- Introduce a speaker (optional)
- Brand visibility benefits

Ally \$10,000

- 10 employee cohort for all virtual and in-person sessions
- 10 tickets to The Power of Us: Gearing Up Celebration of Women+
 - Logo on reserved table
- 12-month Content Subscription
- Speak on a panel (optional)
- Introduce a speaker (optional)
- CWB “Lunch and Learn” program
- Brand visibility benefits

Advocate \$7,500

- 7 employee cohort for all virtual and in-person sessions
- 7 tickets to The Power of Us: Gearing Up Celebration of Women+
 - Logo on reserved table
- 12-month Content Subscription
- Introduce a speaker (optional)
- Brand visibility benefits

Amplifier \$5,000

- 5 employee cohort for all virtual and in-person sessions
- 5 tickets to The Power of Us: Gearing Up Celebration of Women+
 - Logo on reserved table
- 12-month Content Subscription
- Brand visibility benefits

Program Highlights



VIRTUAL

- Events:
 - Networking
 - Panel Discussion
 - Reflection Session
- Learning Hub Content Subscription:
 - Videos
 - Discussion Boards
 - Downloadable Files:
 - ✓ Worksheets
 - ✓ Toolkits
 - ✓ Reports

IN-PERSON

- Events:
 - Networking
 - Leadership Intensive (\$3,880 value)
 - The Power of Us: Gearing Up Celebration of Women+
- On-site CWB Lunch and Learn (\$3,500 value)
- CWB custom 90-minute program (\$7,500 value)

BRAND VISIBILITY

- Social Media features
- CWB newsletter
- CWB Website
- Contribute to Thought Leadership
- Signage:
 - Sponsor List
 - Logo on reserved table
 - Exhibit on March 25th (optional)

BENTLEY BENEFITS

- Special invitations to campus programs and events
- Connect with talented Bentley students to recruit for internships and full-time jobs
- Engage with award winning Bentley Faculty
- Access to groundbreaking research
- Cultivate relationships with business leaders in the Bentley network
- Special rates for Executive Education Programs
- Access to #1 ranked Career Services Resources

Participant Testimonials



"I left recharged and inspired to take bolder steps toward what I'm meant to build."

Nidhi Chinai, Graduate Leadership Organization for Women (GLOW)

"A great opportunity to learn and grow."

Gearing Up Participant

"The energy boost you didn't know you needed!"

Gearing Up Participant

"The energy there was incredible—so many driven, passionate women all in one place. The [speakers] shared powerful stories about overcoming challenges, leading with authenticity, and making an impact in their fields. It wasn't just motivational, it was also super practical, with sessions on everything from career growth to building confidence and navigating tough conversations."

Gearing Up Participant

"Thank you so much for the opportunity to participate in such an impactful, well-run event! Very impressed!"

Susan McKay, Dell Technologies

"I had an incredible time yesterday. Truly blown away and so inspired!" Amazing speakers who are passionate!

Nicole Scimone, Certified Grief Coach

"Standing alongside so many brilliant, purpose-driven women reminded me just how powerful it is when we show up for each other."

Ilhiana Rojas Saldana, BeLIVE Coach and 2025 award finalist

Thank You

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