



The Behaviors that
Change Us!

WOMANTHOLOGY



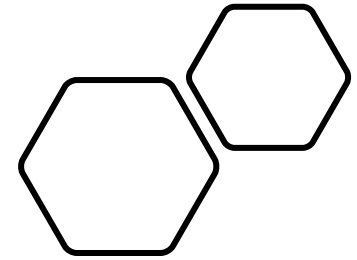
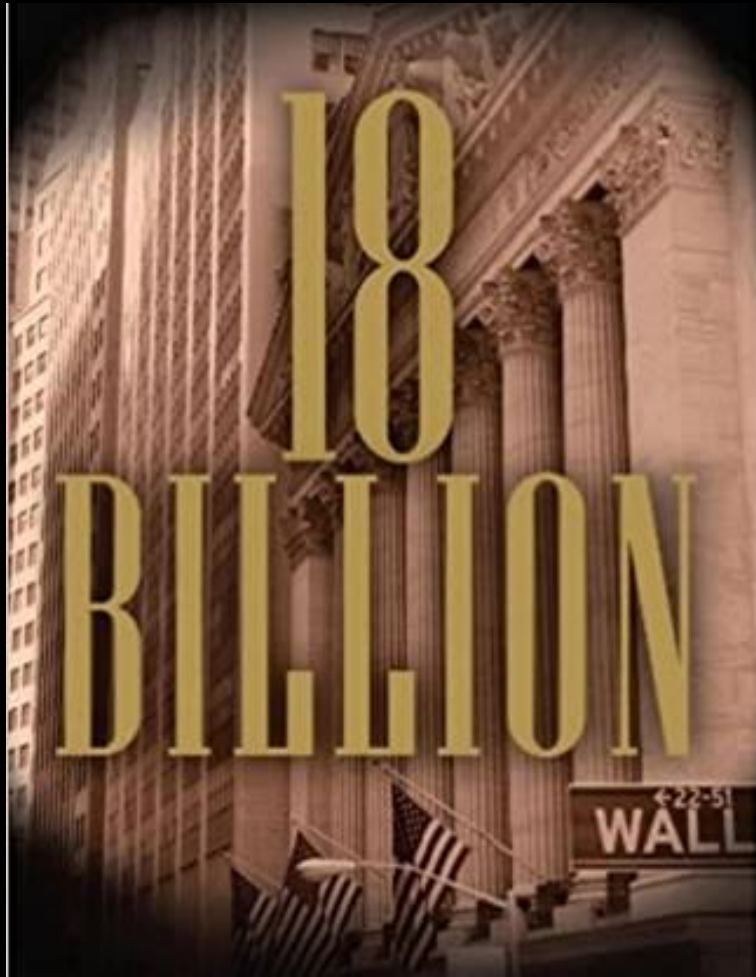
Presented by Toni Gonzales, MBA, LACP
WIFS National Vice President
Ohio National Financial Services, Vice President Sales



A green rectangular sign with rounded corners and a white border, mounted on a metal pole. The sign features the word "Power" in a large, white, sans-serif font. The background of the sign is a textured green. The sign is set against a bright blue sky with scattered white clouds. The pole is visible on the left side of the sign.

Power

70%





50%+

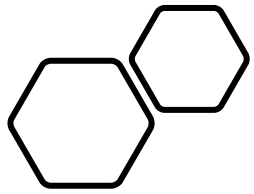


RANGE ROVER

**60%-
80%**



\$27.8 Billion



**\$12 -
\$40
trillion**



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Women and Global Spending

Women control over

\$31.8 trillion

in worldwide spending.

(Source, [Catalyst.org/research/buying power](https://catalyst.org/research/buying-power), 2020)

Consumer Purchases by Women

Women account for 85% of all consumer purchases:

91%
New Homes

66%
PCs

92%
Vacations

80%
Healthcare

65%
New Cars

89%
Bank Accounts

93%
Food

93%
OTC Pharmaceuticals

(Source: Yankelovich Monitor & Greenfield Online)

Women and Investing

- In a **two-year period**, the number of wealthy women in the U.S. grew 68%, while the number of men grew only 36%. (Source: The Spectrum Group)
- **Women differ substantially from men** in how they relate to investing. (Source: Vanguard Group's Asset Management & Advice Services Division)





Position



5 Reasons Women Betray Each Other

Why Women Betray Each Other



- We don't honor relationships
- We seek external validation
- We don't honor ourselves
- We mimic what we see
- We hold unrealistic demands

The **BACHELOR**



Girl Scout Cookies



Thin Mints®

Crispy chocolate wafers dipped in a mint chocolate coating.

\$5



Caramel deLites®

Vanilla cookies topped with caramel, sprinkled with roasted coconut, and laced with chocolate stripes.

\$5



Peanut Butter Patties®

Crispy vanilla cookies layered with peanut butter and covered with a chocolate coating.

\$5



Adventurefuls®

An indulgent brownie-inspired cookie with caramel-flavored crème and a hint of sea salt.

\$5



Lemonades®

Savory slices of shortbread with a refreshingly tangy lemon flavored icing.

\$5



Peanut Butter Sandwich®

Crisp and crunchy oatmeal cookies with creamy peanut butter filling.

\$5



Shortbread®

Traditional shortbread cookies.

\$5



Toast-Yay®

French toast inspired cookies dipped in delicious icing and full of flavor in every bite.

\$5



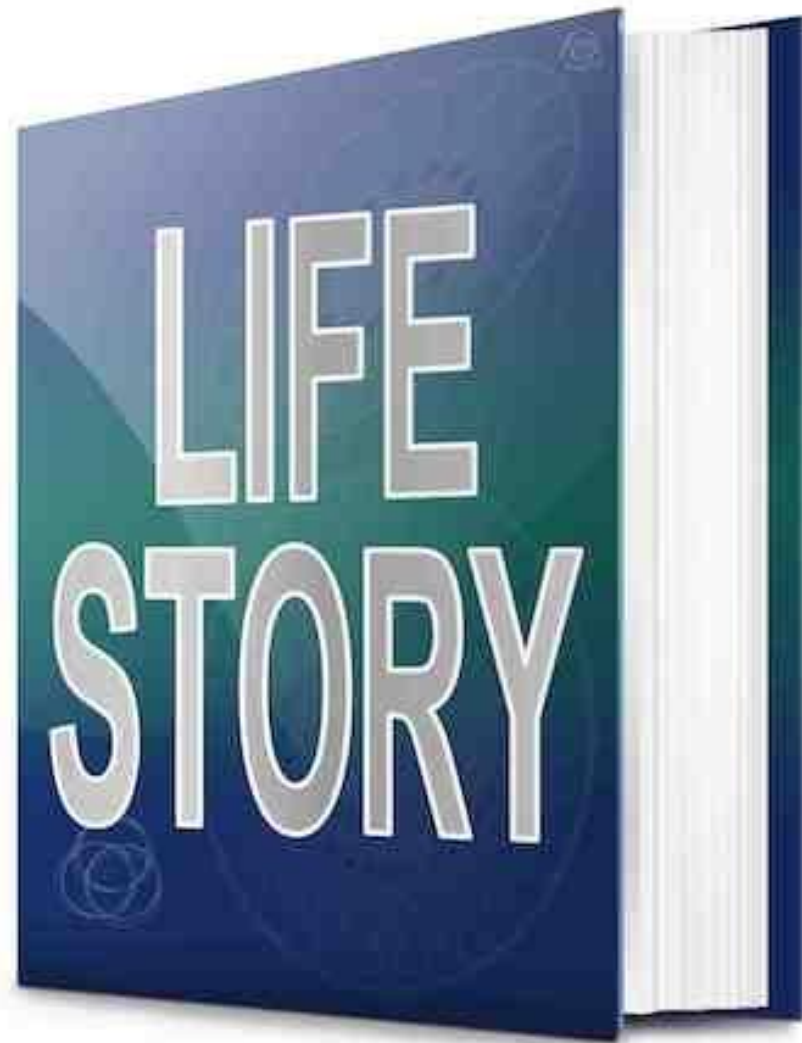
Caramel Chocolate Chip®

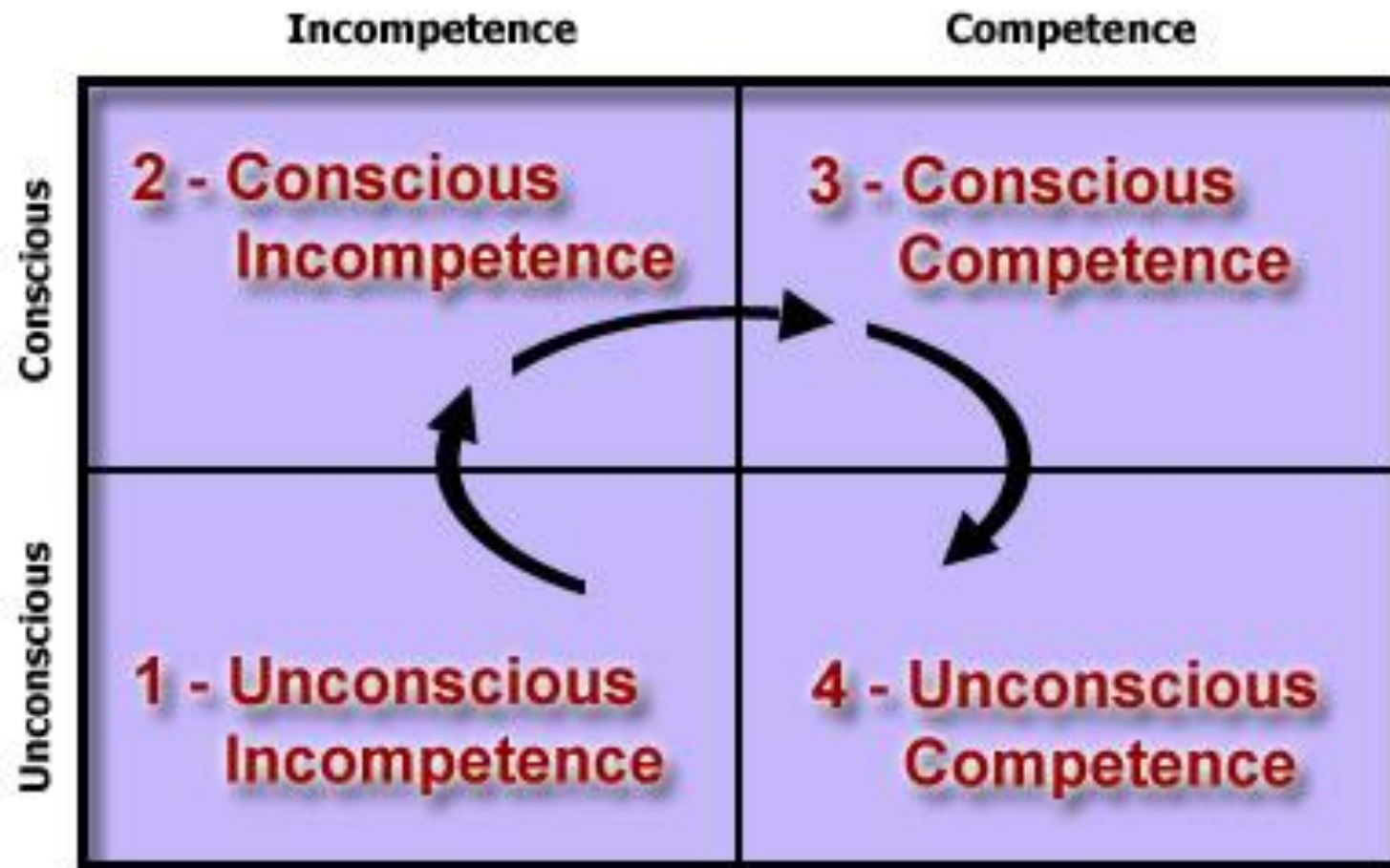
Rich caramel, semi-sweet chocolate chips, and a hint of sea salt in a chewy, gluten free cookie.*

\$6









Conscious Competence Learning Matrix

"Women are held to a certain standard where not only should they be ambitious, driven visionaries, but also nurturing and compassionate."

- Leigh Stein

"Women are not perceived as capable in the ways that we have historically seen men."

- Dr. Tsedale Melaku

A green rectangular sign with rounded corners and a white border, mounted on a metal pole. The sign features the word "Profit" in a large, white, sans-serif font. The background of the sign is a textured green. The sign is set against a blue sky with scattered white clouds.

Profit



**12 WAYS
WE CAN SUPPORT
OTHER WOMEN**

1. SHARE YOUR STORY.

2. BE OPEN AND HONEST.

3. SUPPORT SMALL BUSINESSES.

4. CELEBRATE THEIR VICTORIES.

5. LEAN BACK AND LISTEN.

6. START A MOVEMENT.

7. CONNECT THEM WITH OTHERS.

8. START A MASTERMIND.

9. MEET UP FOR COFFEE OR BRUNCH.

10. ASK HOW YOU CAN HELP.

11. CHECK IN TO SEE HOW THEY'RE DOING.

12. INVITE THEM TO THE PARTY.



12 WAYS WE CAN SUPPORT OTHER WOMEN

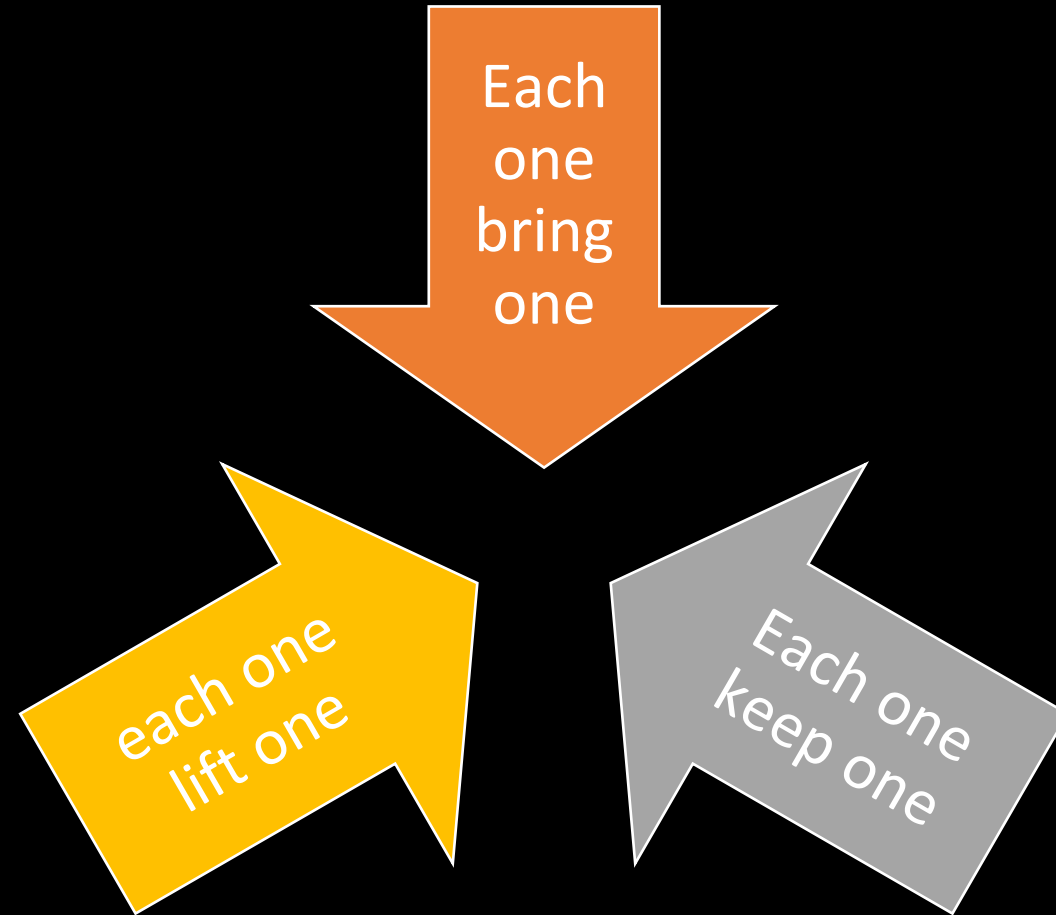
"WHILE WE HAVE TO DO THE WORK
OURSELVES, WE DON'T HAVE TO GO
THROUGH THE JOURNEY ALONE."

WHOLEHEARTEDWOMAN.ORG

WOMANTHOLOGY



Women are stronger & bolder together





STRONG

WOMEN

EMPOWER

WOMEN



Womanthology—The WOMEN that Changed ME by SUPPORTING ME!

My SupportHERs!