

The background is a solid pink color. It is decorated with several dark pink butterfly silhouettes of various sizes. One large butterfly is in the top left, another is in the top center, a medium one is on the left, and a large, complex one is on the right. There are also smaller ones in the bottom left.

women@work

Our Story

WOMEN@WORK AT A GLANCE

WHY?

Launched in Fall 2017, Women@Work is a **new platform for professional women** that's dedicated to the economic advancement and self-reliance of women and girls around the world.

WHO?

The platform was founded by **Christina Van Houten**, a long-time working girl who's now an executive in the technology sector and had stints as an apparel manufacturer and in public interest work prior to that.

WHAT?

The new platform includes **a series of three books**—two that are launched and one that are coming in 2019—and an expanded collection of related content, engagement, and initiatives as well as other branded products.

The first book, **Men@Work**, defines seven fundamental types of men and then profiles each in a way that brings their personalities to life. The second book, **Fashion@Work**, is jam-packed with practical advice about what to do and avoid in creating your best self.

All content and initiatives are focused on **providing fun, interesting, and actionable self-improvement opportunities** for working women of all ages, professions, and geos.

Additional initiatives, including our mentoring platform, fitness advice, and career guidance are available and will continue to grow.



WHAT WE OFFER

CONTENT

Women@Work's "Career Girl's Guides" focus on the three key factors that can make or break every woman's career:

1. Navigating gender dynamics effectively.
2. Achieving a compelling personal brand.
3. Surviving the challenge of work and family.

Each book provides frank, actionable advice on how to capitalize on opportunities and mitigate risks on our journeys to maximize success and happiness.

ENGAGEMENT

Women@Work's initiatives and engagement are self-improvement focused, action-oriented, and achievable. Meanwhile, the platform provides opportunities for women to connect in meaningful, impactful ways that can make a tangible difference in their everyday lives and longer-term careers.



MEN@WORK



FASHION@WORK



BABIES@WORK



WOMEN@WORK(OUTS)



CAREER ADVICE BLOG



MENTOR MARKETPLACE

MEN@WORK

A CAREER GIRL'S GUIDE TO NAVIGATING MALE ARCHETYPES

Provides a framework for understanding the continuum of men who are bosses, peers, subordinates, customers, and suppliers. This quick read is packed with straightforward, actionable advice for navigating the tricky world of gender dynamics and capitalizing on the opportunity to drive more productive connections and ultimately better outcomes for your career success and happiness.



MEN@WORK

A CAREER GIRL'S GUIDE TO NAVIGATING MALE ARCHETYPES

What's inside *Men@Work*?

THE SEVEN TYPES

Men@Work defines, classifies, and breaks down each of the seven types, providing a framework for how to navigate each one more broadly and then more specifically by role—manager vs. peer vs. subordinate.

WORK/LIFE/WORLD DYNAMICS

Beyond figuring out how to navigate the seven types of men, we've found there are a handful of work/life/world dynamics that will help support your professional journey. Together, they'll provide a framework for making better decisions about your career, happiness, and success.

THOUGHTS ON POWER & POLITICS

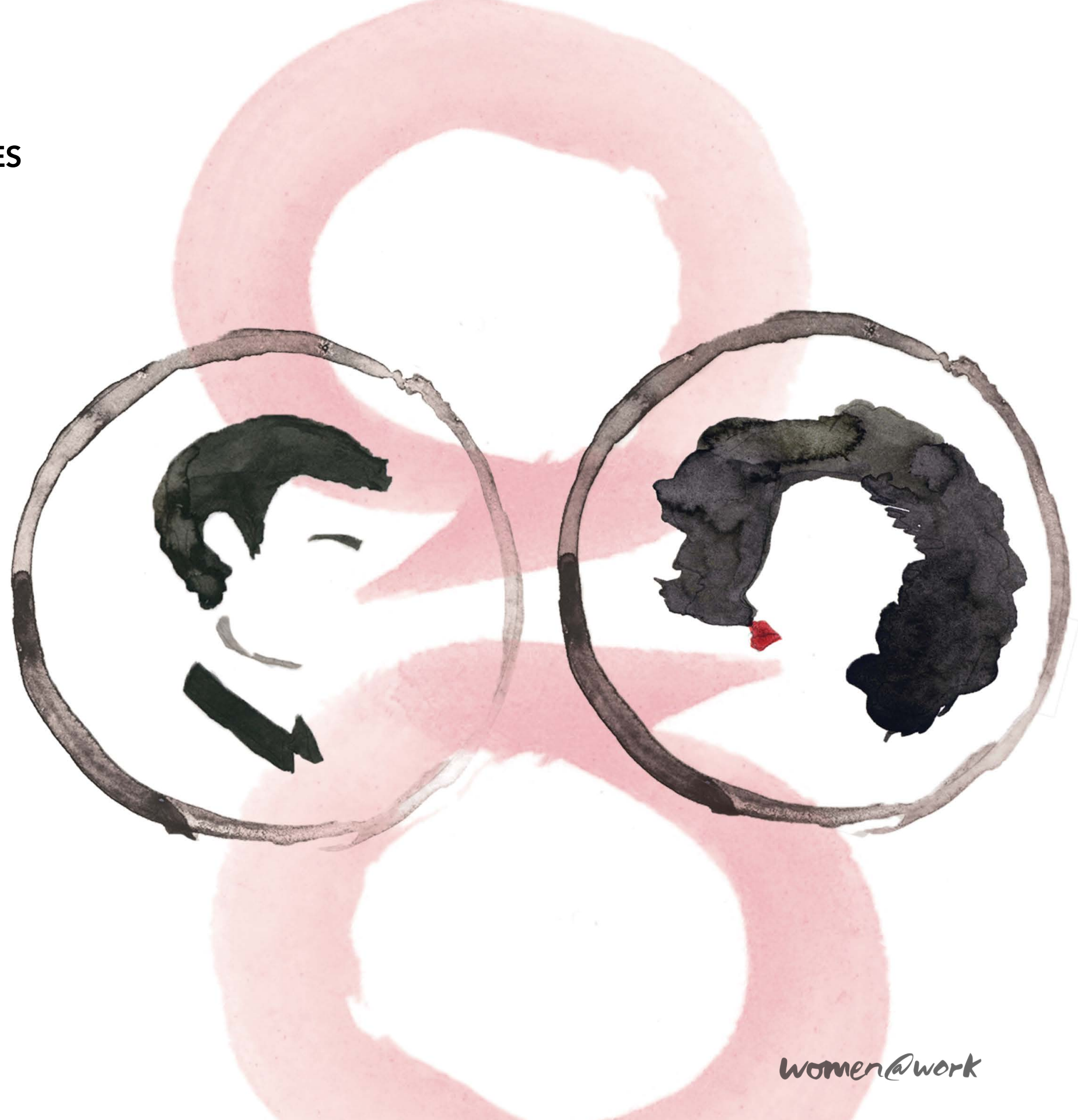
How do you become a leader? It's not by getting angry with someone, demanding something from them, or arguing with them in email or in a group. True respect has to be earned and comes through serving, engaging, and motivating people, building their trust. *Men@Work* lays out the foundations of serving-focused leadership and how to achieve it.

BE "TCP" (THE COMPLETE PACKAGE)

How do you reach TCP status? You don't need to be the most beautiful or the smartest or the funniest, but ideally, you need to figure out how to be a little bit of each. *Men@Work* provides practical guidance for every woman to become her very best version of TCP.

BEHAVIORS FOR SUCCESS & HAPPINESS

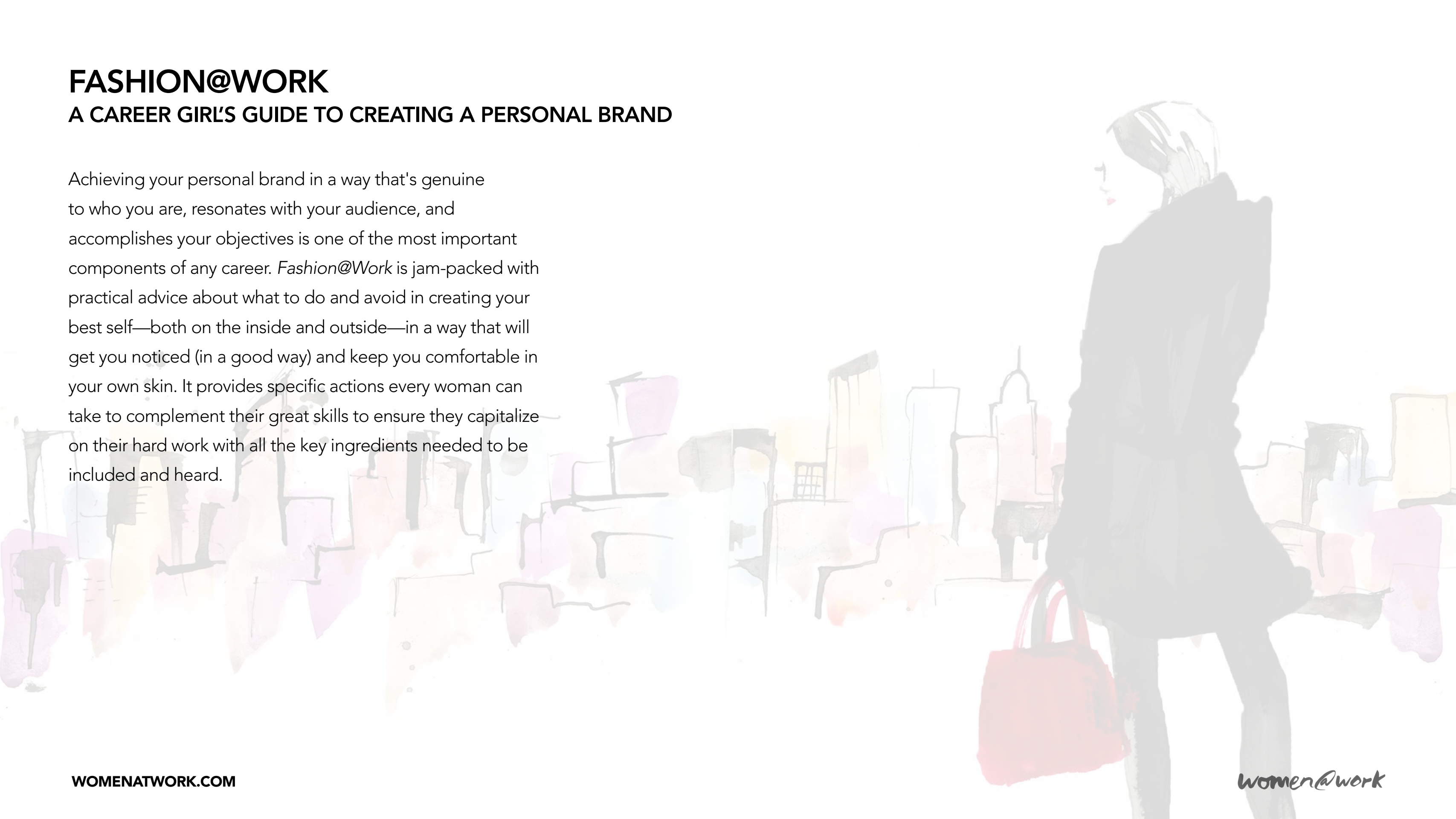
Over the years, we've noticed that the happiest and most successful people share a lot of common traits. *Men@Work* breaks them down in a way that's actionable and achievable.



FASHION@WORK

A CAREER GIRL'S GUIDE TO CREATING A PERSONAL BRAND

Achieving your personal brand in a way that's genuine to who you are, resonates with your audience, and accomplishes your objectives is one of the most important components of any career. *Fashion@Work* is jam-packed with practical advice about what to do and avoid in creating your best self—both on the inside and outside—in a way that will get you noticed (in a good way) and keep you comfortable in your own skin. It provides specific actions every woman can take to complement their great skills to ensure they capitalize on their hard work with all the key ingredients needed to be included and heard.



FASHION@WORK

A CAREER GIRL'S GUIDE TO CREATING A PERSONAL BRAND

What's inside *Fashion@Work*?

THE LUCKY 21 CLUB

While there are no hard-and-fast rules when it comes to fashion, there are definitely practices that generally work...or don't. We've nailed it down to 21 "guidelines" or "commandments" or what have you that will help maximize your personal brand and career success.

BE "TCP" (THE COMPLETE PACKAGE)

Confidence—we're all constantly told that it's the sexiest, most appealing trait a person can have, and yet achieving it is so damn hard. But...it doesn't have to be. We lay out the actionable steps anyone can take to grow their confidence, uncover their inner gravitas, and achieve their unique version of TCP.

MASTERING THE EVENT

In every woman's career story, there will be events that are utterly game-changing. *Fashion@Work* defines four—the big interview, the executive meeting, the main-stage presentation, and the customer pitch—and explores what your objective should be, what to wear, how to prepare, what obstacles you should anticipate and how to overcome them, and ultimately how to realize success in each particular event and more broadly.

FASHION ROAD WARRIOR

There are trips that refresh, energize, and make you feel like a superheroine. And then there are others that completely defeat you and take years off your life in as little as twenty-four hours. What are the determining factors that make or break your business travel experience and can you control them? Not always and not entirely, but yes you can make choices that help you own your destiny while putting distance between you and the misery. We've laid out our greatest tips and tricks that will turn you into a seasoned road warrior overnight.

REALIZING AGELESS STYLE

Age is such a tricky topic and potentially the most taboo within a subject that's already awkward or even off limits. To net out the challenges and opportunities, we've created a framework that lays out what's at stake for each decade—the pros and cons of a given age, your goals and objectives based on your life phase, and finally your key challenges and how to overcome them.

FASHION & FITNESS

In the journey to maximize your own economic advancement and self-reliance, there's nothing more critical or actionable to realizing your best personal self than making fitness core to your everyday life. *Fashion@Work*'s guiding principles for getting strong are crafted for busy working women and moms, covering everything from how to muster the enthusiasm to hit the gym after an endless day of meetings to how to get the best workout possible when you're on the road.

THE POWER OF AFTER HOURS

What are you doing to maximize the value of "You, Inc."? How are you going above and beyond your day job to bolster your career profile? We break down the steps to making your personal brand concrete and bringing it to life. Learn how to create your own tagline, build a meaningful online presence and following, start a passion project that can advance your career and personal fulfillment, and more.

FASHION STORIES

There are undeniable differences between all of us. Everyone has their strengths and the things they love about themselves, and, of course, the things that they wish they didn't have. *Fashion@Work*'s diverse portfolio of fashion stories provides perspectives from a range of working women on how they interpret fashion's written and unwritten rules to realize their best professional selves.



BABIES@WORK

A CAREER GIRL'S GUIDE TO TO SURVIVING PREGNANCY AND PARENTING

(LAUNCHING 2019)

The years of determining when to have a family in the midst of your career evolving and then making it all work can be tricky and even daunting. *Babies@Work* is a fun, honest, substantive, and prescriptive guide to how to survive what can be a decade or even more filled with challenge and opportunity. Given the infinite number of variables and overwhelming factors, we've focused on netting out the options and demystifying the maze of fertility, pregnancy, postpartum health, and everything that goes with them—all with the goal of making this whole process “work” for those who want to work.

WOMEN@WORK(OUTS)

Women@Work(outs) fitness guides aren't filled with the typical one-size-fits-all tips, advice, and regimens. While there's no shortage of fitness advice out there, most of the content that exists isn't specific to working women and all of our unique challenges and opportunities. We wanted to get specific—because in the journey of maximizing your economic advancement and self-reliance, there's nothing more critical or actionable.



CAREER ADVICE BLOG

A blog that covers everything you ever wanted to know from hire to retire—how to find the right job, maximize compensation, take leave and stay in the game, and overcome a range of challenges from failing at a start-up to tackling difficult conversations to becoming a more efficient and effective decision maker.

Sample blog posts include:

[Why compensation matters: The power of economic advancement and self-reliance](#)

[The A2 factor: Finding your magical intersection of ambitious and achievable](#)

[How to nail an interview: 20 tips & to-dos](#)

[Fail Fast. Recover Gracefully](#)

[52 commandments for success: Rules to achieving everyday awesomeness](#)



MENTOR MARKETPLACE

The Mentor Marketplace connects emerging working women with mentors around the world, bringing together women who have advice to give with others seeking exactly that through Office Hours, or one-on-one virtual mentoring sessions, all free-of-charge.

WOMEN@WORK(SHOPS)

Christina is available to speak on leadership, navigating gender dynamics, creating a personal brand, and more through keynotes on *Men@Work* and *Fashion@Work* or other formats, such as fireside chats, panel discussions, or workshops with breakouts.

We're also launching the One-Day MBA program featuring basic economic and business education.



OUR AUDIENCE

All Working Women



GLOBAL

All geos around the world



ALL PROFESSIONS

Tech, Law, Medicine, Finance,
Entrepreneurship, etc.



ALL AGES

Teens, 20s, 30s, 40s+



ALL CAREER STAGES

Emerging & Transitioning Women

Graduates

- **Gifts from parents** and others wishing them well
- Friends telling friends about **valuable advice** and engagement
- **Training for “classes” of new employees** funded by big firms in consulting, finance, pharma
- **On-campus conferences** for women’s leadership
- **Mentoring program** to provides concrete, substantive guidance on interviews, resumes, and career paths

Transitioning Women

- Gifts of encouragement for **moms looking to get back in the game**
- **Education programs** to help women who have been out prepare to get back in
- **Honest conversation and advice** about how to make it all work
- **Content and curriculum** designed to help women taking on major career changes

Working Women

- **Keynotes and panel discussions** for a range of industry conferences (medicine, law, finance, tech, and more)
- Compelling **curriculum for budgeted training programs** in a range of firms
- **Content for publications** looking to enrich their core
- **Mentoring opportunities** to enable busy women to give back in concrete ways

OUR BUSINESS MODEL

CONFERENCES COMPANIES SCHOOLS TEAMS PARENTS INSTITUTIONS STUDENTS PROFESSIONALS



Events & Channels

Keynotes, panels, training, articles, discussion, live, online

Initiatives & Engagement


Mentor Marketplace, Women@Work(outs), Women@Work(shops) One-Day MBA, Career Advice

Content

Three books: *Men@Work*, *Fashion@Work*, and *Babies@Work* as well as the Women@Work Journal and worksheets

Merchandise

T-shirts, stationary, workout bags, and more to come



WHAT PEOPLE ARE SAYING

“*Men@Work* is amazing! I very much appreciate the candid and practical advice. I am sure I will be revisiting it often as I adjust to work situations in the future.”

Rachel W.

Men@Work reader

“This will help a lot of women in their careers.”

Eric M.

Men@Work reader

“*Men@Work* is spot-on about how to handle tough situations with men at work. Your book gave me hope that we can find common ground and work together to tackle tough problems.”

Stephanie E.

Men@Work reader

“Blown away! Blown away! Wish I had read this when I was 30! Wowww...and I’m going to tell every woman I know.”

Maureen P.

Men@Work reader

“Thank you for giving girls a guide to navigating the inevitable male personality types they will encounter, in a digestible, non ‘man-hating’ way. I’ve read a number of career women books and they often have an undertone of disdain for men. *Men@Work* did not, so thank you!”

Allison G.

Men@Work reader

“What you have created is such a powerful movement that truly impacted me in a way words can't describe. I believe it takes a village to raise a child, but also a village to cultivate a woman. My generation needs seasoned women to guide us through the difficult journeys in life that are unique to us as women.”

Vanessa J.

Launch party attendee

“Your writing has an authenticity and personal touch to it that is very unique and really makes it engaging.”

Ryan P.

Men@Work reader

“Your session was my favorite and one of the best at HR Tech. You are doing great work, and it is so encouraging to me to see successful women like you reach out to help others further their careers.”

Tammy W.

HR Tech attendee

“Congratulations on being brave enough to try and change the world around you for the better...my best friends (wife and daughter) thank you and wish you the very best.”

Michael A.

Men@Work reader

“I was fortunate enough to receive *Men@Work* and wanted to share what a great read it was. I found your insights to be realistic, engaging, insightful, and behaviorally-focused to allow the reader to take action! I have been encouraging other women in my circle at work to read this and provide their own thoughts for our group discussions.”

Kelly A.

Men@Work reader

PRESS

Persevere, Persuade, Partner

Chicago Booth Magazine

Christina Van Houten on Navigating Male Archetypes

HR Happy Hour

Men@Work: Navigating the Tricky World of Gender Dynamics in the Workplace

Georgetown University

Hoya Highlight: Christina Gaberino Van Houten (C'89)

Georgetown University

Adjacent Innovation – Unlikely Connections That Move Our World

diginomica

Fireside Chat on Product Strategy

Business & Technology of Greater New York

Christina Van Houten on Product Strategy

SiliconANGLE

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CONTACT WOMEN@WORK

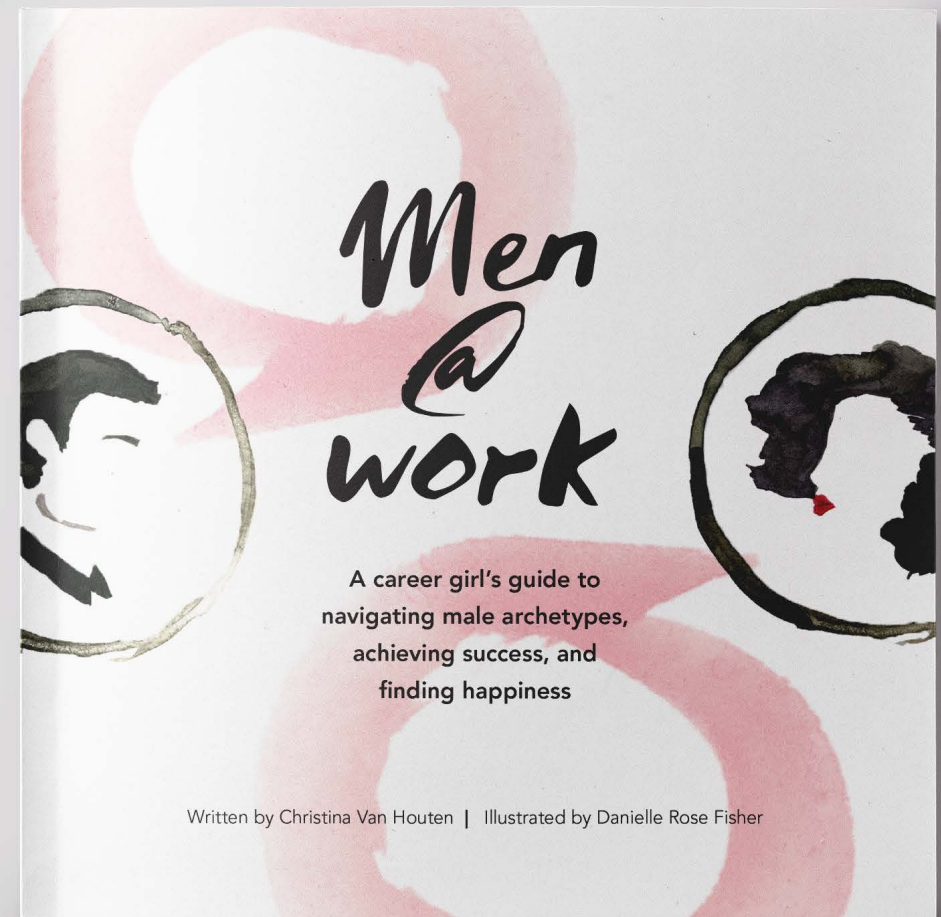
info@womenatwork.com

womenatwork.com



THOUGHTS ON POWER & POLITICS

"My perspective is that the strongest form of leadership and the best way to achieve meaningful, sustainable power comes through serving others, regardless of whether the 'other' is male or female."



Written by Christina Van Houten | Illustrated by Danielle Rose Fisher



Men Work

A career girl's guide
to navigating male
archetypes, achieving
success, and finding
happiness

Written by Christina Van Houten
& Illustrated by Danielle Rose Fisher

fashion @work

**A CAREER GIRL'S GUIDE TO
CREATING A PERSONAL BRAND**



CHRISTINA VAN HOUTEN

**ILLUSTRATED BY DANIELLE ROSE FISHER
EDITED BY ANNIE SINSABAUGH**



"I see my look as a creative outlet."

VANESSA J.

WHO ARE YOU?

I'm a 20-something student and working girl based in New York. I go to school full-time and then work at least twenty hours a week in hospitality on top of that. I also have a fashion blog with a growing group of followers. Ultimately, my goal is to make a name for myself within the fashion industry.

I'm Haitian, and my family lived in Haiti until I was 11, when we moved to New York. I'm an only child and wish I had siblings, but have made great friends in New York through school and work who feel like family to me. I am a language fanatic and speak French, Creole, and English. I'm working on making Korean my fourth.

WHAT DO YOU LOOK LIKE?

I'm relatively tall at five foot six and have dark skin, eyes, and hair. My hair is shoulder length. I'm in good shape and fit.

WHAT DO YOU CONSIDER TO BE YOUR PERSONAL STYLE?

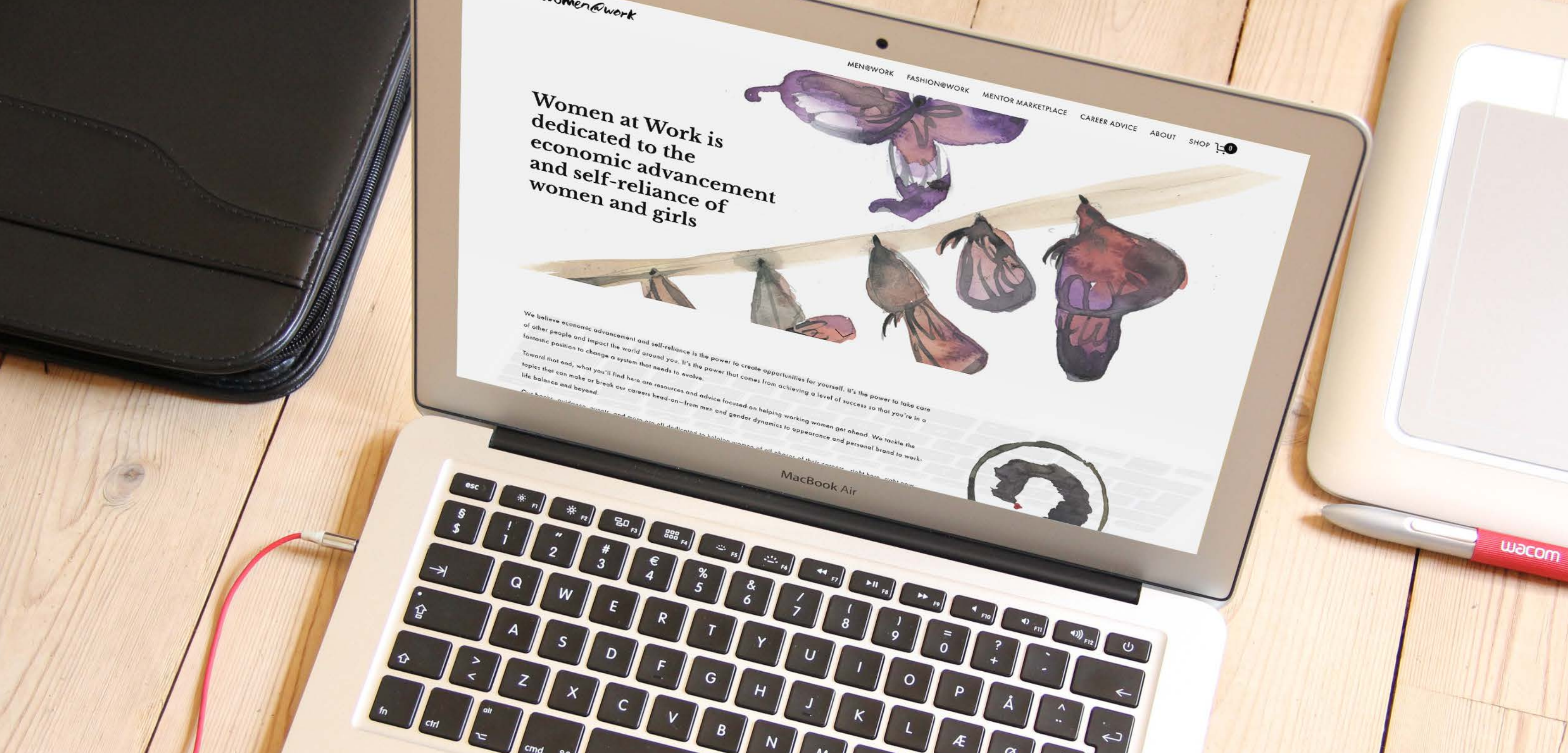
I would describe my personal style as trendy and very chic. By that, I mean I like outfits to include pieces from the latest trends while usually mixing pieces from the 70s. I see my look as a creative outlet and spend a significant amount of time strategizing and putting together outfits that are cool yet unexpected. One example is that I like to put disparate prints together that people might not think would work, but assembled in the right way can really make a cool statement.

WHAT'S YOUR SPECIAL "THING," YOUR GO-TO LOOK?

I like to wear a blazer, white t-shirt, and blue pants—you can never go wrong with that. In the winter, I might add a camel coat on top to make it pop even more.

WHAT DO YOU AVOID? WHAT'S YOUR FASHION KRYPTONITE?





womenatwork.com

BABIES@WORK

LAUNCHING 2019



women@work

MEN@WORK FASHION@WORK MENTOR MARKETPLACE CAREER ADVICE ABOUT SHOP 0

Introducing Women@Work(shops) One-Day MBA!

A quick training program for working women at all stages of their careers
looking to drive their economic advancement and self-reliance



The basic mechanics of business and economics can feel, well, daunting. Even the most educated women I know have told me that when it comes to debt and equity, supply and demand, debits and credits, and so on—it all seems intimidating, mystifying, and overwhelming. Sometimes, we've been living in the midst of all this stuff for years and are still struggling to understand how the business and economics of life work.

When I went to business school five years after completing my undergraduate degree in Government and Theology, I was blown away by what I didn't know or understand of all the

As my MBA curriculum unfolded, I was so energized by a multitude of lightbulb moments when I finally "got" it. You know those "aha" feelings when someone finally explains something to you in a way that makes everything make sense? That experience of having something that was complex and elusive finally netted out for me in a way that I could "see" it changed everything for me. I never looked at the world the same way again and was empowered to see connections and make better decisions that weren't possible for me before that.

That "aha" experience is exactly what we're trying to achieve with our Women@Work[shops]

women@work

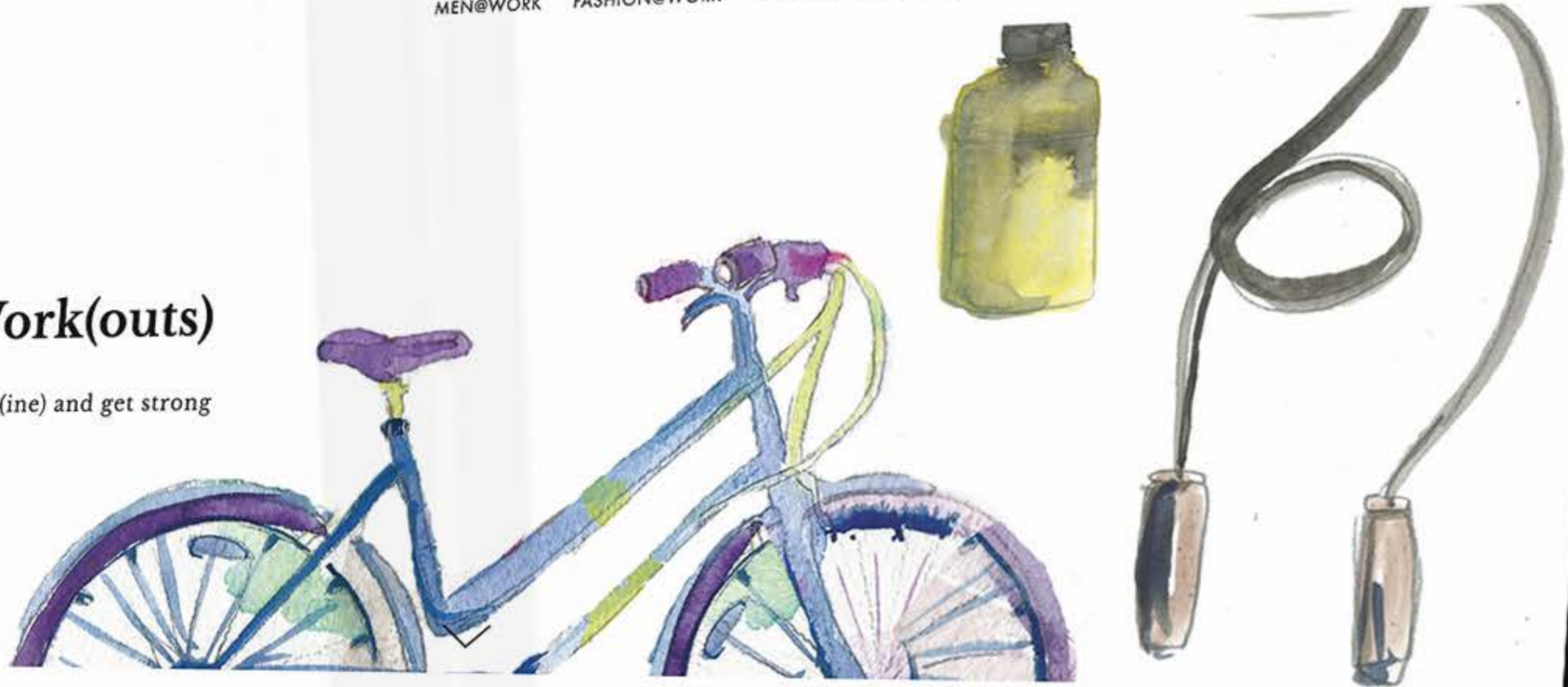
FIND YOUR GRAVITAS

#womenatwork
womenatwork.com

womenatwork.com/one-day-mba

Women@Work(outs)

Find your inner superhero(ine) and get strong



Fitness guides and stories

Does the very idea of "fitness" make you feel guilty and uncomfortable, roll your eyes, or even audibly groan? I totally relate because that was me for most of my life. Looking back, I now understand that I just didn't appreciate what it meant to be fit—either on the outside or inside. I didn't realize that it's not about being a stick figure or skinny. It's also not necessarily about being a crazy ripped bodybuilder type. Just

To that end, we wanted to create fitness guides that aren't filled with the typical one-size-fits-all tips, advice, and regimens. While there's no shortage of fitness advice out there, most of the content that exists isn't specific to working women and all of our unique challenges and opportunities. We wanted to get specific—because in the journey of maximizing your economic advancement and self-reliance, there's nothing





womenatwork.com/mentor-marketplace

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women@work

Thank you!