

# Playing Big Women's Leadership Programs

## *Empowering Women to Speak Up, Create, and Lead*



# Playing Big Professional Development Programs

Created and led by author and women's leadership expert, Tara Mohr, the Playing Big online programs unleash the potential of high-talent women, empowering them to confidently bring their best ideas forward and to lead with passion and authenticity.

## Playing Big Program

*February 2021 – July 2021*

In this six-month course, women gain the skills they need to play bigger at work. They learn to quiet their inner critic, access and trust their own authentic leadership, unhook from praise and criticism, courageously communicate their biggest ideas, and much more. Learn more [here](#).

Program tuition: \$874

Individual and group coaching sessions available

## Playing Big Facilitators Training

*October 2020 – April 2021*

This training for managers, mentors and coaches combines two layers of learning and exploration: 1) individuals learn the Playing Big skills for themselves and 2) they learn to manage, mentor, and coach other women using the Playing Big model. Participants also receive a 4-hour *Introduction to Coaching Skills* and practice coaching and mentoring in small groups throughout the program. This course is accredited by the International Coach Federation (ICF) for 46.5 Continuing Coach Education (CCE) units. Learn more [here](#).

Program tuition: \$2699

Individual and group coaching sessions available

# Proven Outcomes

Thousands of women around the world have attended Playing Big training programs. This is what they have to say:

- 94% report they **share their unique ideas, questions, and critiques** more frequently and more boldly
- 94% report they have **more confidence**
- 87% report they are **less afraid of criticism**
- 81% report they are **more powerful communicators**
- 87% report they **negotiate and/or approach difficult conversations with greater skill and confidence**
- 94% now see themselves as a part of a **global network of women** seeking to make positive change

This is what organizations see:

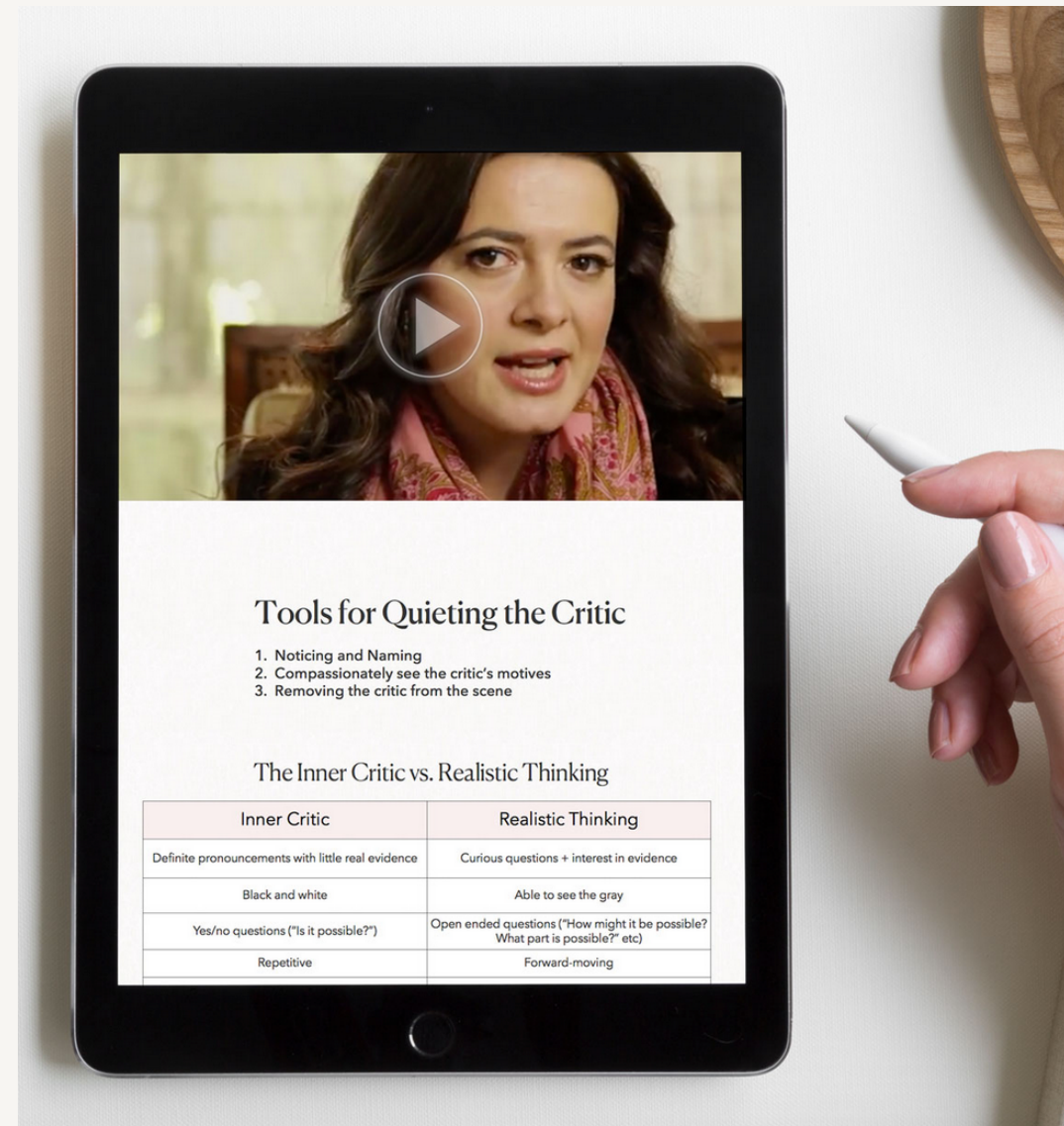
- **Increased performance.** Playing Big graduates capitalize on their strengths, speak up more often and take more initiative.
- **Creative innovation.** Participants contribute their unique ideas and questions more frequently and more boldly.
- **A robust and ready talent pipeline.** Women who play big are eager for increased responsibility and see themselves as ready for it. They're powerfully engaged, powerfully contributing, and more easily promoted.
- **Higher retention and engagement.** When women share their individual voices and manage their fears and self-doubt, work is less stressful and much more meaningful. When they have a highly resonant career vision, they can proactively craft and manage their own career path.
- **Strong networks and mutual mentoring.** Women who participate together in a program gain a shared vocabulary for mentoring conversations, performance reviews, and supporting each other, and they pass on the Playing Big tools to the employees they mentor and manage.



# How It Works

Playing Big is an experiential program that engages participants in learning by doing . The curriculum includes:

- A flexible format for working professions – individuals can participate in training sessions via any device and can attend sessions live or listen to the recordings at their convenience.
- For each module, a one-hour webinar by Tara Mohr, plus a 90-minute live, virtual workshop with Tara and other course participants.
- Reading from chapters in Tara Mohr's groundbreaking book, *Playing Big: Practical Wisdom for Women Who Want to Speak Up, Create, and Lead*
- Exercises and daily practices to apply the learning
- Many supplementary resources including videos, audios, guest experts, articles, and inspirational artwork
- An online discussion forum where participants can share learning and discuss the material
- Check-in emails and optional text reminders from Tara between training sessions to help participants stay on track
- Optional small groups for additional support
- One-on-one supplementary coaching with a Playing Big coach can be purchased in addition to the core training



## Tools for Quietening the Critic

1. Noticing and Naming
2. Compassionately see the critic's motives
3. Removing the critic from the scene

## The Inner Critic vs. Realistic Thinking

Inner Critic	Realistic Thinking
Definite pronouncements with little real evidence	Curious questions + interest in evidence
Black and white	Able to see the gray
Yes/no questions ("Is it possible?")	Open ended questions ("How might it be possible? What part is possible?" etc)
Repetitive	Forward-moving

## Register A Group

Participating in the program with a group of women greatly maximizes learning and application of the Playing Big skills. Through the course, groups build a common language and expectations, and provide each other with both support and a sense of accountability. Group discounts are available for cohorts of five or more. Contact [gretchen@playingbig.org](mailto:gretchen@playingbig.org) to find out more.



## Certificates of Completion

Graduates receive certificates of completion, upon request, if they meet the program requirements. Participants in the Playing Big Program will complete 80% of the sessions and worksheets to receive a certificate. Participants in the Facilitators Training must complete all sessions and pass a written assessment.

# The Playing Big Curriculum

The Playing Big programs start with a foundation of inner work and continue with leadership skills training. The Facilitators Training adds an additional layer, teaching women to mentor and coach other women using the Playing Big model.



## What is Playing Big?

Redefine your playing big – from the inside out. Explore how you want to make a more significant, positive impact by speaking up, leading and contributing your ideas.

## Quieting Your Inner Critic So You Can Play Big

Learn how to recognize your inner critic and practical tools you can use each day to quiet its voice.

## Your Inner Mentor: Tapping into the Guidance Inside You

Discover the second foundational skill for playing bigger: how to access and listen to your own unfailing, authentic inner wisdom.

## Getting Wise About Fear: Simple, Everyday Practices for Making Bold Moves at Work

Distinguish between two types of fear and learn how to skillfully respond to each so you can manage the fear that comes up when you step out of your comfort zone.

## Unhooking from Praise and Criticism

Explore how being “hooked” by both positive and negative feedback limits women’s playing big, and several powerful ways to get free – including a radical way of understanding and strategically using feedback.

# The Playing Big Curriculum

## Leaving the School Room

The habits that high-achieving women learned as good students in school hold them back at a certain level in their careers. Learn how to make the switch to competencies such as influencing authority, self-promotion, and risk-taking.

## Hiding & Leaping

Discover the common ways brilliant women hide from playing bigger while convincing themselves that they are diligently working toward their goals. Then learn and practice a special, highly specific kind of action that gets you out of hiding and into playing bigger now.

## Communicating with Power

Recognize the “little things” women do in speech and writing that diminish our impact, why we use them, how to let them go, and what to do instead.

## Navigating Negotiations & Difficult Conversations

Playing bigger requires skilled negotiation. Discover a unique framework that leverages women’s strengths so they can negotiate and have difficult conversations with confidence and clarity.

## Women Supporting Women

None of us can play big alone and our playing big remains partial if it doesn’t include supporting other women. Yet many of us carry pain from experiences of being hurt or betrayed by another women in our work. This module is about understanding and changing those patterns.

## Closing, Integration & Moving Forward

Review major concepts, celebrate success, and define your next steps. Practice a highly effective success architecture, using a 12-part framework, to support your next major step in playing bigger.



# Past Partners Include...

- Adobe
- Bank of America
- Goodreads
- Google
- Kirkland & Ellis, LLP
- KPMG
- Nokia
- NEW Executive Leaders Forum
- Puget Sound Energy
- Starbucks Corporation
- Walmart
- Yahoo!
- Yelp, Inc.
- Xerox
- Zillow

- Bill and Melinda Gates Foundation
- Haas Business School, UC Berkley
- Harvard Business School
- The White House Project
- United Way
- Management Today
- Network of Executive Women
- Professional Business  
Women of CA
- Society of Women  
Engineers
- Watermark  
Conference  
for Women





The Playing Big approach has garnered attention in...



# Graduates Talk About the Impact of Playing Big

“This is an amazing course! It helped me figure out what my ‘playing bigger’ looks like and how it could be different as life evolves. The course is a nice balance of practical tools, self-reflection, guidance from Tara and resonant stories from others. I thought it was fabulous that I could do this with my own time and without judgment. Overall, I would highly recommend this (and have been) to other women who desire to make a bigger difference in their lives in an authentic way.”

***Zeryn Sarpangal**, Vice President of Human Resources & Corporate Affairs at Achaogen, Inc.*



“After attending the Playing Big course, I am much better at communicating from a place of strength. I realize I was undermining myself with my choice of words. I mentor several colleagues. So often now, concepts we discussed in Playing Big jump out when I’m coaching these ladies. I’m glad I can share some ideas to help them play bigger in their careers. I feel much better about my abilities and contribution in the world. I’m sure this confidence is evident to others. But most of all, I am happier about what I am doing.”

***Meg Mosley**, Finance Executive*

“I sought out the Playing Big training for my own professional development and quickly realized that the tools would benefit my clients, too. The Playing Big tools and ideas have become an important resource that I use to help unsure leaders activate their visions and implement bold new projects and initiatives.”

***Rochelle Williams**, Founder and Principal Consultant, Gather*



“I started Playing Big at the same time I moved into a corporate senior management role—a huge leap from the isolated desk research role that I had been in. I turn to the lessons when I find a new struggle that I can’t resolve and the content leads me to look at situations in new ways, opening new solutions and opportunities. Playing Big has increased my confidence and effectiveness, while lowering my stress and worry. Perfectly delivered to help me grow into the leader that I have been asked to be.”

*Yvonne, Director, Retail Company*

“Tara Mohr’s Playing Big has changed my life. I started the course amidst a terrifying professional transition. I was welcomed and supported by Tara’s dynamic community of women from all over the world who not only affirmed that there is room for my gifts in the world, but also encouraged me to leap into my brilliance with courage and conviction. Since starting the program my salary has more than doubled, I have started my own LLC, and strategized next steps for my personal and professional success, all while learning to live with, and not be paralyzed by, my inner critic. Playing Big is filled with engaging content and effective exercises that mine women’s innermost aspirations and dreams. As a professor and public religious leader, I cannot say enough about the difference Playing Big has made in my life. Playing small is no longer an option!”

*Reverend Dr. Eboni Marshall Turman, Assistant Professor of Theology and African American Religion at Yale University Divinity School*

“I’ve experienced significant changes because of this program. I am able to put my learning, qualifications, and skills to best use because I communicate more clearly. I find that others are more clear about my role and contributions, which means they know when to come to me for input and when the request should go elsewhere. My profile is also growing in the industry, which is positive for the organization I work for. I manage my time better because I understand my role and worth, so delegate tasks more easily when appropriate. I also communicate more confidently with senior managers and with the people who report to me. I am generally more professional, happier, and putting energy into areas that align with the organization’s mission, as well as my own values.”

*Joelle Adams, Adjunct Professor*

“I have gone through numerous leadership trainings (covering many of the same topics), but Playing Big really struck a cord. Maybe because we are focusing on “women specific” challenges for each topic, but mostly because of the delivery – the images used, the targeted questions raised, and the practical exercises used to bring it home and make it personal. I had numerous “ah-ha” moments – there is no doubt playing big has helped me unlock what was holding me back and is setting me up for a successful return after my maternity leave.”

*Valerie Pisano, Engagement Manager, McKinsey & Company*

# Leading Voices Speak to the Playing Big Model

“At last. At last this very important book has been written, encouraging women to take up all the creative space they deserve in the world. I hope it will empower legions of women to step into their greatness. I couldn’t be happier about this publication.”

**Elizabeth Gilbert**, *Author of The Signature of All Things, Eat, Pray, Love and Big Magic*

“Tara and I share the same philosophy: we hope inspirational ideas will ignite you to go out and make an impact in your own life. Whether she’s writing for mariashriver.com or urging others to become a change agent through her book, Tara is practicing the Playing Big words she preaches.”

**Maria Shriver**

“Tara Mohr shows us how to replace self-doubt, inadequacy, and worry with confidence, self-worth, and courage. She is a brilliant writer and teacher whose warmth and passion fill these pages. Full of examples and practical tools, this is a gem of a book.”

**Rick Hanson, PhD**, *Author of Hardwiring Happiness: The New Brain Science of Contentment, Calm, and Confidence*

“Tara Mohr offers a new model of leadership, one that acknowledges and embraces the complex realities of women’s lives. She shows us how to take the leap, even when we don’t feel ready. Playing Big is the perfect catalyst for any woman who wants to go outside her comfort zone, find her voice, and embrace the biggest possibilities of her life.”

**Kelly McGonigal, PhD**, *Author of The Willpower Instinct*



# About Tara Mohr



Tara Sophia Mohr is an expert on women's leadership and well-being, and an author, educator and certified coach.

Tara's work is known for its unique blend of intellectual rigor and intuitive wisdom – a blend of heart, mind and soul. She is the author of *Playing Big: Practical Wisdom for Women Who Want to Speak Up, Create, and Lead*, published by Penguin, and named a Best Book by Apple's iBooks. Tara is also the creator of the acclaimed Playing Big leadership programs for women.

Tara's work has been featured on *The Today Show* and in publications ranging from *The New York Times* to *goop* to *Harvard Business Review*.

Tara has been a speaker at venues and companies including Watermark Conference for Women, TedxWomen, Emerging Women Live, Smith College, Haas School of Business, and more. Her Playing Big model has been part of leadership development programs at Starbucks, Google, Bank of America, and many other companies. The Playing Big concepts have also been incorporated into middle and high schools in the US and UK to support girls' leadership development.

Tara received her MBA from Stanford University and her undergraduate degree in English literature from Yale.

Women from around the world follow Tara's writing and wisdom at [taramohr.com](http://taramohr.com). She is also a poet, and the author of *Your Other Names: Poems for Wise Living*. She lives in San Francisco and loves dance, art, and long walks with her family.