

WOMEN BUSINESS COLLABORATIVE

Advisory Council Overview

ADVISORY COUNCIL 2021

THE ADVISORY COUNCIL is a select group of senior women and men Executives, Board Members, Corporations, Thought-Leaders and Innovators, who, at the invitation of WBC Leadership, join their fellow change leaders in support of the WBC Mission. WBC commits to maintain at least 35% diversity on the Advisory Council.

ROLE OF THE ADVISORY COUNCIL IN SUPPORTING WBC's KEY GOALS:

- Support the WBC mission to drive change and share results for women in business.
- Leverage existing contacts to introduce your personal network to WBC and its partner organizations.
- Participate in both WBC events and communication strategies that amplify the achievements of the individual champion organizations and the collaborative at large.
- Support the work of the Nine Action Initiatives and/or work of the WBC in key areas including staffing, local groups dedicated to achieving the WBC goals, events or communications.
- Achieve mutually beneficial goals as the WBC Advisory Council works through unique desires of champions including introductions and thought leadership opportunities with WBC programs and communications.
- Support the WBC movement with an annual corporate or personal financial contribution in support of key WBC programs and achievements.
- Share outcomes of the Nine Action Initiatives, research reports, key metrics, announcements, calendar of events, etc.
- Share and celebrate the WBC's organization partner's priorities.
- Participate in compelling communications around our collaboration, partnership and work as a movement.
- Build the WBC Digital Media Platform as a one-stop tool for the voice of women owned businesses and engaged allies.
- Participate in WBC key events including our annual summit, bimonthly chats, and monthly roundtables.

For more information, visit <https://www.wbcollaborative.org/contact>