



SPECTRUM CIRCLE

Community · Platform · Movement



WHY WE EXIST

The Spectrum Circle is a community that helps executive and professional women by eliminating imposter syndrome, the lonely road of the “only” and challenges around gender parity in the workplace. Our goal is to create safer spaces for women to build trust, friendships, community and fellowship.

Karen Maria Alston
Founder and CEO



WHO WE ARE



Founded in 2015, The Spectrum Circle is a community of executive and professional women. It is a development platform for women to share their career and personal experiences to inform about their life journey. The goal of The Spectrum Circle is to help women achieve gender parity with men in their careers and expand the lens of what is possible. The Spectrum Circle uses unique experiences, events, training and workforce development methods to expose women to a variety of stories and diverse learned experiences from leaders in numerous industries and backgrounds. The Spectrum Circle was created to solve the challenges around gender inequity for women in the workplace.

The Spectrum Circle utilizes diverse members of the community to share their life stories, experiences, authentic conversations and backgrounds to change perceptions, inform others and inspire to follow their unique paths to success. A plethora of women who are makers, entrepreneurs, researchers, educators, creatives, executives, leaders, disrupters, innovators, drivers and influencers in business or industry are featured at The Spectrum Circle programs. The Spectrum Circle brand is loosely based and homage to an African American female superhero named Spectrum (Marvel®) who uses the power of energy to change the world.

KEY FACTS



- Is first and foremost a purpose driven community and we believe in the power of authentic conversations
- The Spectrum Circle was founded in 2015
- Founded in Washington, DC and expanding to key cities in the United States
- Has an advisory board of twelve business and executive leaders from around the world
- Target audience is professional and executive women who are navigating careers, family and personal life while navigating gender inequity and biases
- Fast growing global brand with an expanding audience
- Provides opportunities for professional development and mentorship
- Appeals to diverse consumer brands as partners/sponsors
- Spotlights women in non-traditional fields such as tech, energy and finance
- Appeals to women at different stages of their careers from entry level to C-suite
- Creates business and professional opportunities for attendees
- Creates recruitment opportunities for companies
- Creates innovative marketing opportunities for brands and companies

KEY DATA & RESEARCH

“The pandemic prompted more Millennial women to make a difference

“Due to COVID-19 and the events of the last two years, Millennial women are leading the way in using their money to fulfill their purpose and create positive change. More than half of them have ensured their investments align with their values, compared to 24% of Boomer women. Millennial women are also twice as likely to intentionally buy from companies that have a positive environmental or social impact. Four in 10 have changed careers to find more meaningful work.”¹

¹UBS Own Your Worth Women on Purpose 2022

Own your worth 2022

Women on purpose

Values, money and the pursuit
of more intentional lives



UBS

Own your worth 2022

Women on purpose

Values, money and the pursuit
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Millennial women are more committed than before to changing the world

% of women who agree

Due to the events over the last two years, I'm more committed to using my financial resources to change the world for the better

Millennials

83%

Gen X

62%

Boomers

38%

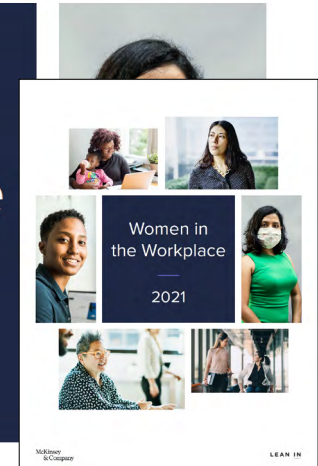
KEY DATA & RESEARCH

“The state of women in corporate America”

“In spite of the challenges of the COVID-19 pandemic, women’s representation had improved across most of the corporate pipeline at the end of 2020. This is an encouraging sign—and worth recognizing after an incredibly difficult year. But there are also persistent gaps in the pipeline: promotions at the first step up to managers are not equitable, and women of color lose ground in representation at every level.

“There is still a “broken rung” at the first step up to manager. Since 2016, we

¹Thomas, R., Cooper M., Urban K., Cardazone, G., Bohrer A., Mahajan S., Yee L., Krivkovich A., Huang J., Rambachan I., Burns T., Trkulja T. 2021
Women in the Workplace, McKinsey and Company and Lean In
<https://womenintheworkplace.com>



have seen the same trend: women are promoted to manager at far lower rates than men, and this makes it nearly impossible for companies to lay a foundation for sustained progress at more senior levels. Additionally, the gains in representation for women overall haven’t translated to gains for women of color. Women of color continue to lose ground at every step in the pipeline—between the entry level and the C-suite, the representation of women of color drops off by more than 75 percent. As a result, women of color account for only 4 percent of C-suite leaders, a number that hasn’t moved significantly in the past three years.”¹

The representation of women is only part of the story. The pandemic continues to take a toll on employees, and especially women. Women are even more burned out than they were a year ago, and burnout is escalating much faster among women than men. One in three women says they have considered downshifting their careers or leaving the workforce this year, compared to 1 in 4 who said this a few months into the pandemic. Additionally, 4 in 10 women have considered leaving their company or switching jobs—and high employee turnover in recent months suggests that many of them are following through.

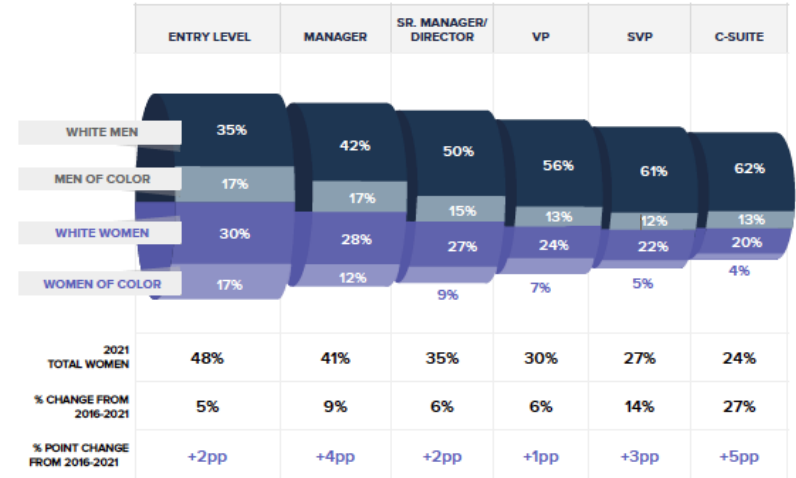
“Despite important gains, women are still underrepresented

“Women’s representation has increased across the pipeline since 2016. However, women—especially women of color—remain significantly underrepresented in leadership.”¹¹

¹¹Thomas, R., Cooper M., Urban K., Cardazone, G., Bohrer A., Mahajan S., Yee L., Krivkovic A., Huang J., Rambachan I., Burns T., Trkulja T. 2021
Women in the Workplace, McKinsey and Company and Lean In
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REPRESENTATION IN THE CORPORATE PIPELINE BY GENDER AND RACE⁷

% of employees by level at the start of 2021



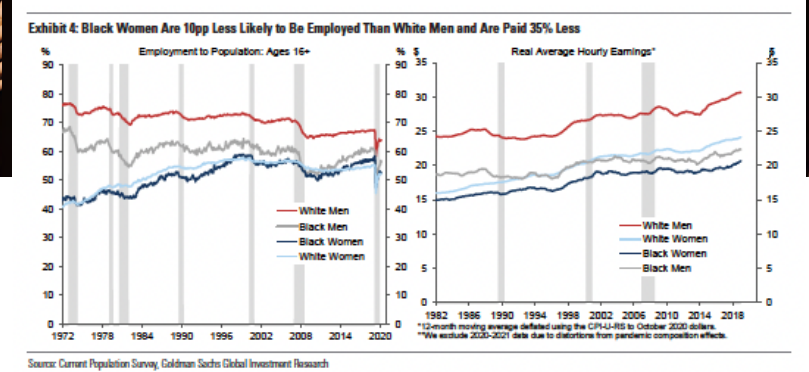
KEY DATA & RESEARCH



“For instance, the share of Black women employed remains more than 6pp lower than a year ago as a result of nearly one million job losses compared to a roughly 3pp net decline for white women.

“Black women make less in the labor market and face job-related economic disadvantages driven by systematic and individual discrimination that are compounded by the intersectionality of race and gender. They are 10 percentage points less likely to be employed than white men and are paid significantly less per hour. While trend employment/population rates are now pretty similar for Black women and white women, the left panel

*Goldman Sachs Research Black Womenomics Investing in the Underinvested 2021



in Exhibit 4 shows that the propensity to be employed tends to fall more sharply in recessions for Black women, which is largely driven by a higher risk of job loss.⁵ For instance, the share of Black women employed remains more than 6pp lower than a year ago as a result of nearly one million job losses compared to a roughly 3pp net decline for white women.”

BUILDING AN AUTHENTIC CONNECTION COMMUNITY

What is community? How do you find it? How do you create spaces for people to let go of their titles, bios, and be their authentic and flawed selves? How do you create spaces for women to bond, listen, learn and grow with each other without fear of judgment or shame both professionally and personally?

In 2015, our Founder, Karen Maria Alston, asked these questions and decided to create a tribe of women who shared authentic stories and helped each grow into the best versions of themselves. Community is something we all seek and want to be a part of as we develop personally and professionally. However, finding the right community is no easy task. Life can, after all, be difficult to navigate. Our personal and professional relationships have a massive impact on our lives, as well as our ultimate fulfillment and happiness.

The Spectrum Circle is ***not an event***. We are a **community** first and foremost. Yes, we gather in person, but we do not and have not relied on in-person gatherings to flourish. Community is more complex than simply holding a gathering or event. We believe in serendipity and the power of genuine connection free of labels, socio economic status, bios or titles to create impact.

Our events and community have led to numerous jobs, relationships, professional opportunities, board positions and more. Our goal is to take away the layers of bios and talking points to allow deeper and more meaningful conversations that allow more women to flourish.

In order to be the change, we want to see in the world, we are creating experiences for our attendees to collaborate and commune in person.

IMPACT



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Our impact is measured by the thousands of women who tell our stories, or who have found a new job or opportunity, friendships and mentorships created, women who attend our events and share the impact of meeting and conversing with other women that inspire and motivate them to lead fuller professional and personal lives. Our impact is impossible to fully measure but due to the rapid growth of the brand and reach of The Spectrum Circle there is tremendous opportunity to further expand with new programming offerings. The Spectrum Circle is different because our key focus is to build a thriving community of diverse, eclectic, and unique individuals who are connected through shared humanity and genuine connection.

Since our founding, we have intentionally focused on quality over quantity. Our goal is simple to create unique private and public experiences that enable connection, growth, and learning.



BLOOM WITH US

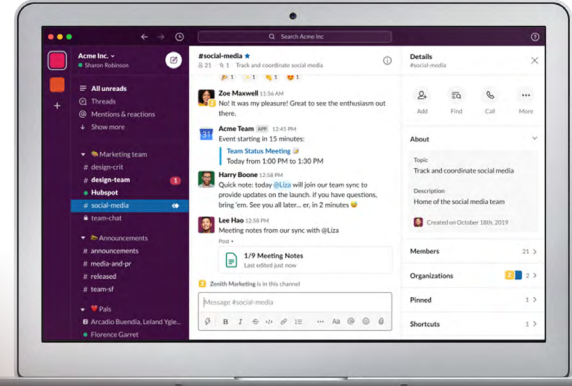


BLOOM WITH THE SPECTRUM CIRCLE

*The Spectrum Circle
Mobile App*



*The Spectrum Circle
in the Metaverse*



BLOOM WITH THE SPECTRUM CIRCLE

*The Spectrum Circle
Capsule Collection*

*Candles
Journals
Tote Bags
Scarves*





PRIVATE AUTHENTIC LEADERSHIP DINNER SERIES



A private series of curated dinner experiences of dynamic women brought together to form community and share stories. The dinners will be held in unique and luxurious locations in Los Angeles, Miami and Washington, DC and feature a select “chief guest” who is an accomplished leader who selects the dinner conversation and sets the tone of storytelling. It is imperative that as humans we collaborate and commune in person. Each dinner will be held during a larger annual event in order to help curate guests who will be in town from around the country for example, Davos, Oscar and/or Grammy week, Art Basel, Congressional Black/Hispanic Caucus, Global Women’s Summit (Dubai), etc.

Each woman will be reminded to leave their bios and titles at the door in order to form genuine connections. Social media posts will be prohibited during the dinner in order to facilitate authentic conversations. We ask that each attendee show up as their authentic self and forms bonds based on who they are and not job title or socio-economic status.

The purpose of these curated dinners is to form bonds and grow professional and personal relationships. Each dinner will be sponsored and attendees will receive a token of remembrance from the dinner in order to remind them of the conversations and connections they formed.

TITLE SPONSOR \$15,000 PER SERIES

PRIVATE AUTHENTIC LEADERSHIP RETREATS



We believe that surrounding ourselves with the right people of diverse backgrounds and socio-economic status is the most important key to living the kind of life we want to live.

We believe as a community we can impact change and help women grow and develop into the highest versions of themselves professionally and personally.

Our exclusive retreats are created to forge relationships and spotlight amazing women.

TITLE SPONSOR \$25,000



THE SPECTRUM CIRCLE AWARDS LUNCHEON



The Spectrum Circle Awards Luncheon is the signature annual spring fundraising event. Held in Washington, DC during the month of March. The luncheon is a gathering of influential and innovative people in business, technology, policy, health, social impact, finance, philanthropy, government and media.

In a stylish luxury hotel in downtown Washington, DC awardees receive The Spectrum Circle Award. Over 200 attendees convene for the annual luncheon to celebrate the achievements of innovative women.

See Luncheon Sponsorship deck for additional information.



PARTNERS

Since our founding we have partnered and worked with exceptional companies who believe in the vision and mission of The Spectrum Circle.



THE SPECTRUM CIRCLE ORGANIZATION

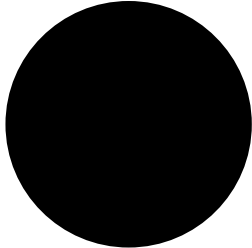


KAREN ALSTON

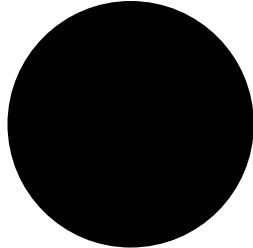
Founder, *The Spectrum Circle*



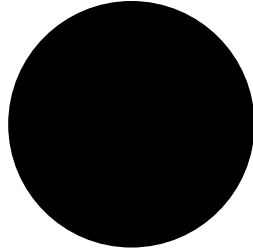
LINDSEY PARKS
Creative Director



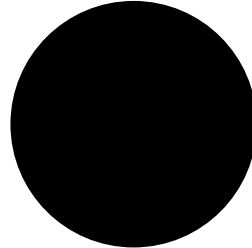
XINA EILAND
Marketing & Media



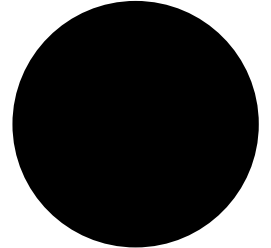
TBA
Technology



TBA
Finance



TBA
Produce Licensing



TBA
Operations

CONTACT US

For more information about The Spectrum Circle and how to become a sponsor, contact:

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