

MANIFESTO

Vision

To close the systemic gaps women face in **financial literacy, career architecture, future leadership, and sustainable performance.**

Mission

To build a Center of Excellence for women that serves as an end-to-end Platform providing **(1) a learning academy, (2) coaching and consulting services, and (3) a supportive community.**

Values

We stay true to our core values, which guide how we work and how we support women in our community. We rely on integrity, which we define as staying true to your values despite your goals. We value: **Reliability, Adaptability, Hardwork, Independence, Collaboration, Heartset, Creativity, Diligence, Inclusion, Fairness, Knowledge.**



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Call to Action

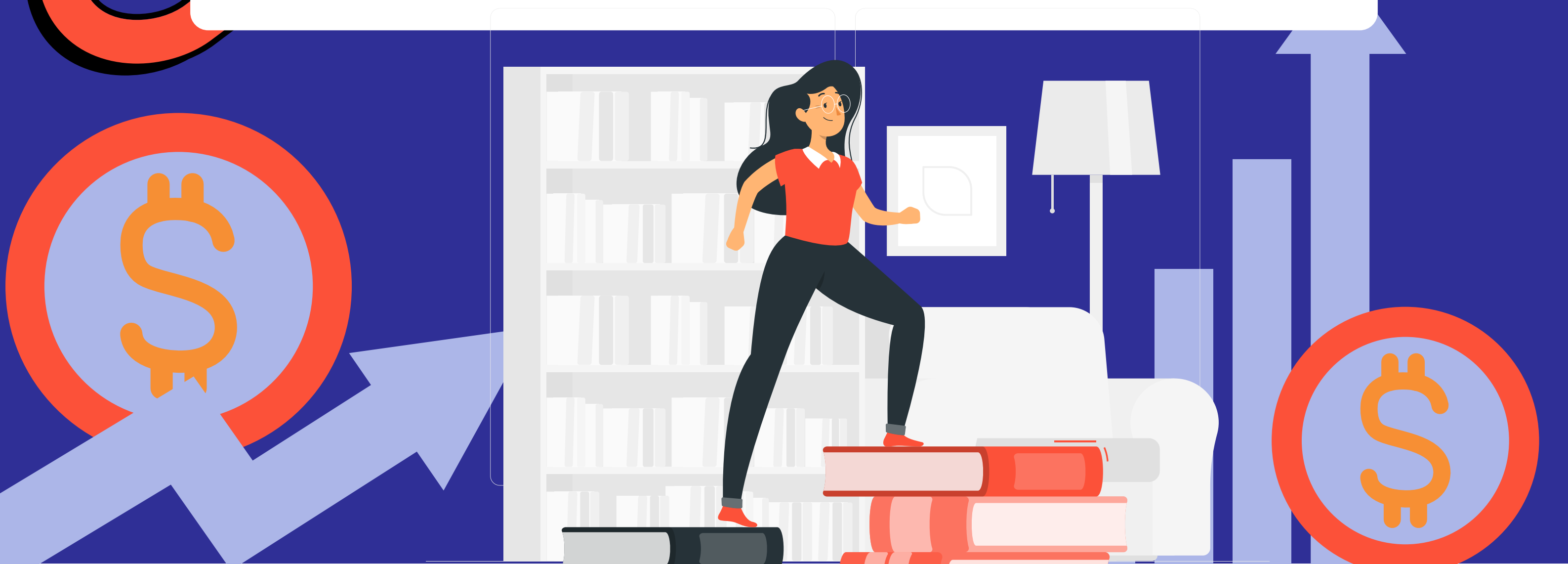
The data is clear, the cost is measurable, and the solutions exist.

Fix the broken rung. Own your money. Own your career. Take your seat at every table that was built without you in mind.

Background

- **Financial Literacy**

Financial independence is the ultimate form of independence. Around **52% of Europeans lack basic financial literacy, 60% of them are women.** The 2023 **Eurobarometer** found women are 12 percentage points less likely than men to understand **inflation**. On International Women's Day 2025, **ECB President Lagarde** committed to five coordinated actions to close the gender gap in financial literacy across Europe. **U-LEAD acts on the same mandate.**



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Background

- **Future Leadership**

We move beyond "**mentorship**" to **sponsorship** to **bridge the 20% drop-off between entry-level and executive leadership**. We ensure the next generation of leaders is prepared to command the C-suite.

- **Sustainable Performance**

Today, **60% of senior-level women face burnout (compared to 50% of men), and for women of color, that figure climbs to a staggering 80%**. We reject the "pathway deficit" that forces talent to disengage because they see no realistic way forward.

- **Career Architecture**

Women hold 49% of entry-level roles and just 29% of C-suite positions. 4 in every 10 entry-level women have received zero promotions, stretch assignments, or development opportunities in two consecutive years. We reject that career architecture.