



## THE 2025 NEXT GEN WOMEN'S LEADERSHIP, ENTREPRENEURSHIP, POSITIVE PSYCHOLOGY, SPIRITUAL LEADERSHIP CONFERENCE

MAY 02, 2025 | VIRTUAL CONFERENCE

Can you imagine working and living in a culture where people feel heard and understood and valued? Cherished. During our time together I'll share some lessons learned about how to create such a culture in the board room, the class room and the living room. It begins with being intentional about sharing your purpose, getting to know your people, understanding their personal values and learning what revitalizes them. We'll learn how to build connections among leaders and teams, how to anticipate their needs and how to use purposeful questions to lead to solutions. I'll share a "3 Bucket Exercise" that guides leaders through the discovery process and show them how to create a "Hero Page" that can be an encouragement to them as leaders and to those around them. This purpose-driven approach builds loyalty and models a leadership style that others are motivated to replicate which in turn creates a legacy that continues for generations.

## CREATING A CHERISHED CULTURE THROUGH PURPOSE-DRIVEN LEADERSHIP

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### Biography

Kathryn Spitznagle (She/Her) retired from 30 years of leadership at Caterpillar and Purina, where she mentored hundreds of young professionals and breast cancer survivors and their families. After retirement she started her own mentoring business called "Mentoring Women Millennials." She is the published author of the book, "Rock Star Millennials—Developing the Next Generation of Leaders" and the companion workbook, "Rock Star Millennials Toolkit." Kathryn is also the host of "Rock Star Millennials" podcasts and "With Gratitude" Women's Retreats, as well as a motivational speaker and leadership workshop facilitator.

Recent Publications: Rock Star Millennials—  
Developing the Next Generation of Leaders and  
accompanying workbook Rock Star Millennials Toolkit