

PROFIT & LOSS LEADERSHIP ACCELERATOR PROGRAM 2025

CAPSTONE



Welcome & Opening Remarks



Nadine Bullock-Pottinga
Strategic Advisor
PARADIGM FOR PARITY

Introducing What's Ahead...



Sandra Quince

Co-Chair & President, Board of Directors
PARADIGM FOR PARITY

Architecting Brand Narratives



Anouk Pappers

Brand Anthropologist, Online Presence Architect

CEO of Signitt and Co-Founder of CoolBrands People

A woman with dark, curly hair and a red sleeveless top is positioned on the left side of the frame. The background is a textured red brick wall. Overlaid on the right side of the image is large, bold, white text with a black outline.

WHAT'S YOUR STORY ?

**Increase opportunities
to achieve your
next professional goal**

Anouk Pappers - CEO Signitt



1. Networking

2. Your Story

3. Online Presence

4. 'Materials'

5. Meeting

Signitt

Why do we need our story ?

- **Be Memorable**
- **Be Concise and Intentional**
- **Facilitate referrals**

Signitt



Where to use your story

- **In-Person**
- **Written communication**
- **Online Presence**
- **Professional Growth**

Signitt

The background image shows the entrance of the MetLife Building. In the foreground, a large, multi-story brick wall is visible on the right side. The entrance features a set of stairs and a glass door. Above the door, the words "THE METLIFE BUILDING" and "45TH STREET" are inscribed. The interior of the building is visible through the glass, showing a modern office space with large windows and a chandelier hanging from the ceiling.

Criteria of a good story

- **Personal**
- **Memorable**
- **Narrative**

Signitt



**Delivering messages via
stories can be ? times
more memorable than
relying on facts.**

Signitt



**IT'S NOT ABOUT WHAT
YOU WANT TO SAY...**

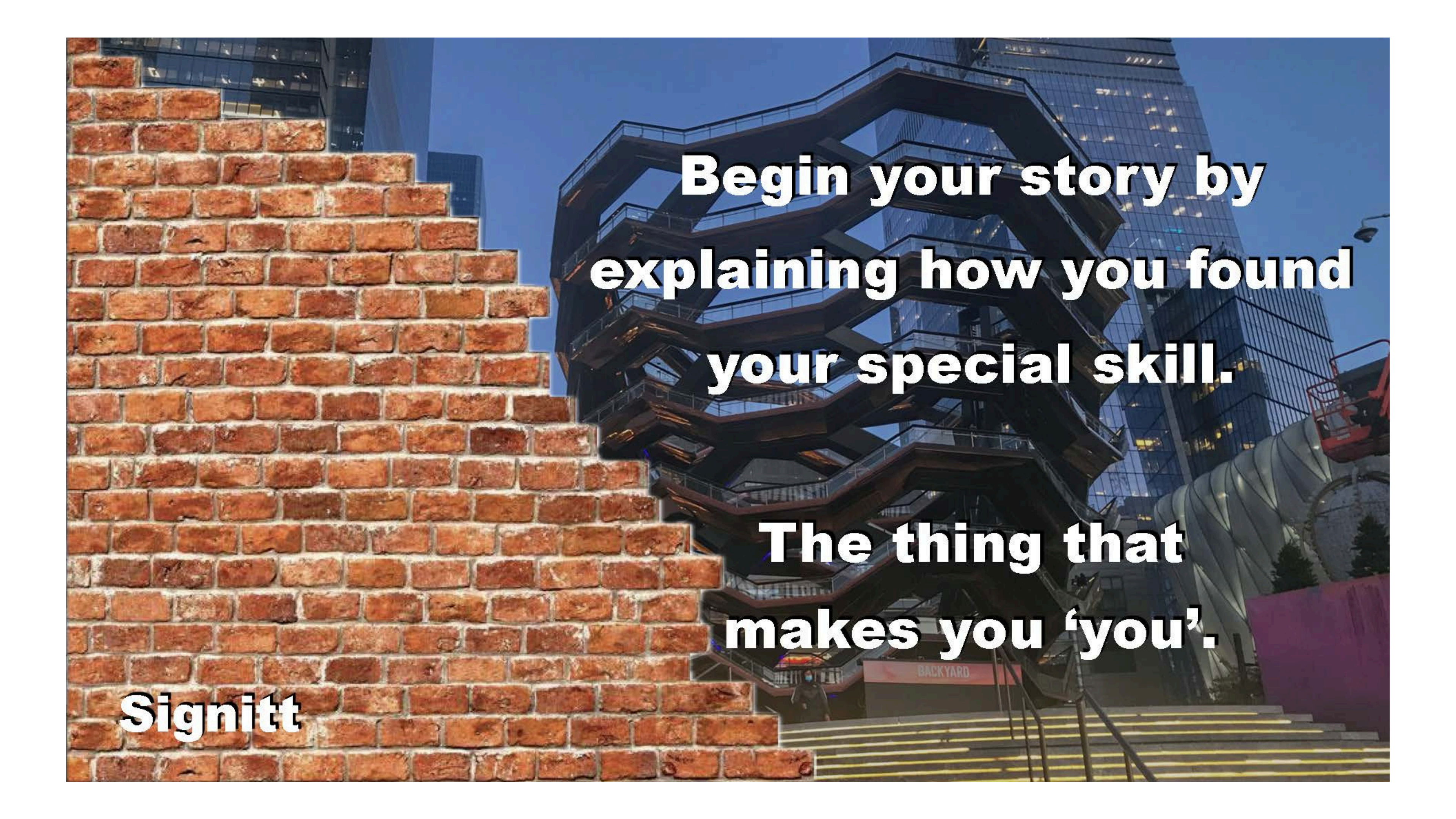
**IT'S ABOUT WHAT
YOU WANT YOUR
AUDIENCE TO
REMEMBER.**

Signitt



**Delivering messages via
stories can be 22 times
more memorable than
relying on facts.**

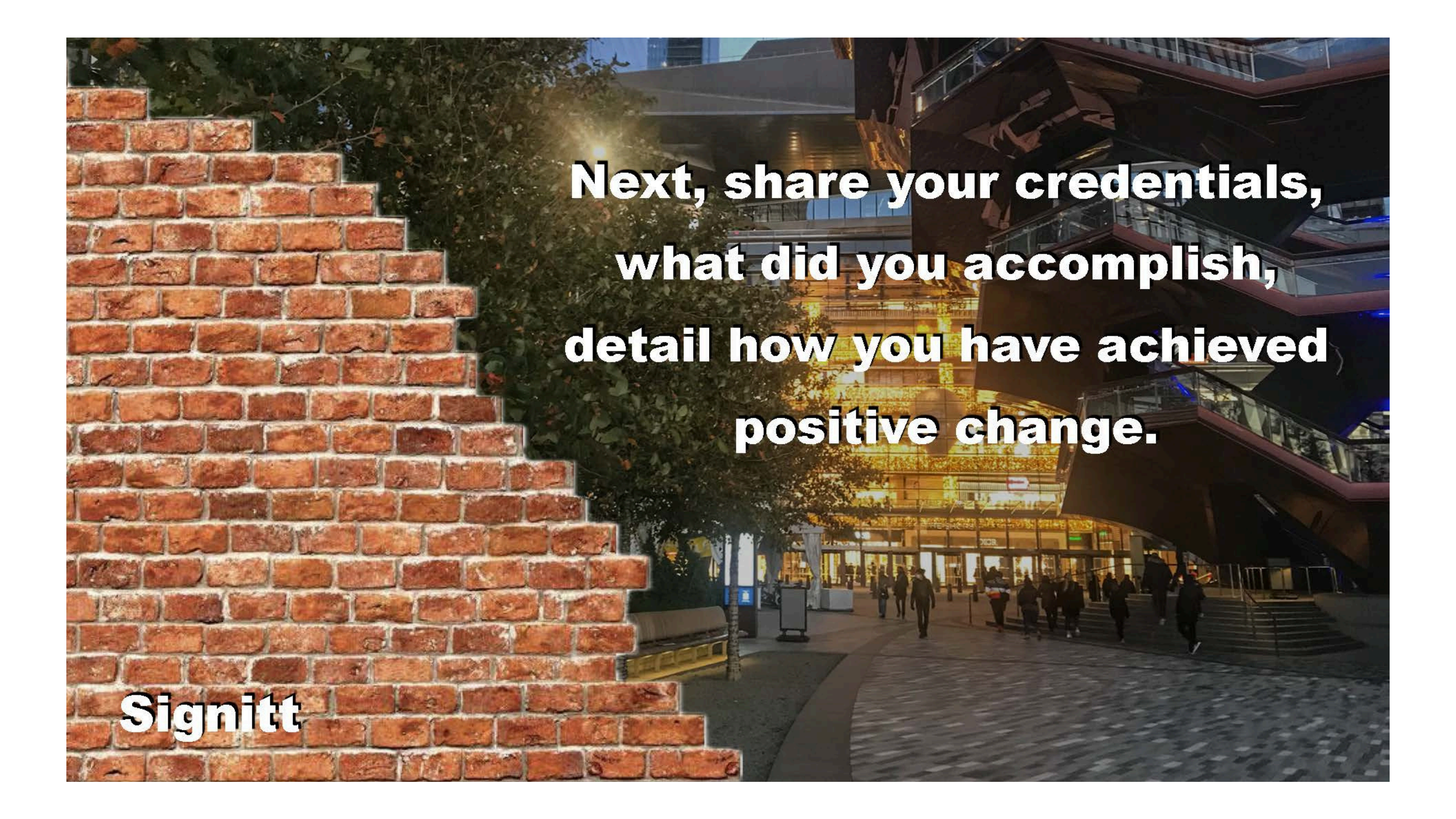
Signitt

A photograph of a brick wall in the foreground and a modern building with a complex, angular facade in the background. The brick wall is made of reddish-brown bricks and is positioned on the left side of the frame. The building in the background has a dark, metallic, and highly geometric facade with many sharp angles and protrusions. It is set against a clear blue sky. The text is overlaid on the right side of the image.

**Begin your story by
explaining how you found
your special skill.**

**The thing that
makes you 'you'.**

Signitt



**Next, share your credentials,
what did you accomplish,
detail how you have achieved
positive change.**

Signitt



**Outline your future aspirations,
your purpose, or the benefit
that you bring**

Signitt



What's Next ?

1. DIY Course Personal Branding

2. DIY Course How to create your Story

3. We can craft your story with you

Connect with me for your 20 min session

anouk@signitt.com

calendly.com/signitt

BREAK



Introducing What's Ahead...



Sandra Quince

Co-Chair & President, Board of Directors
PARADIGM FOR PARITY

Elevating Leadership: Strategies Beyond the C-Suite



Janice Ellig
President & CEO
ELLIG GROUP

ELEVATING LEADERSHIP: STRATEGIES BEYOND THE C-SUITE

ELLIG GROUP

Reimagining Search



*CAREER
REFLECTIONS*

WHAT IS YOUR
FUNCTIONAL EXPERIENCE?

SPECIFIC INDUSTRY
EXPERIENCE?

*CAREER
REFLECTIONS*

WHAT ROLES HAVE
YOU FOUND MOST
FULFILLING?

*CAREER
REFLECTIONS*

WHAT ARE THE TOP FIVE
ABILITIES AND
ATTRIBUTES THAT HAVE
GOTTEN YOU TO WHERE
YOU ARE?

*CAREER
REFLECTIONS*

WHAT ARE THE TOP THREE
SKILLS AND ATTRIBUTES
YOU NEED TO DEVELOP
FURTHER TO ADVANCE IN
YOUR CAREER?

*CAREER
REFLECTIONS*

WHO HAVE BEEN YOUR
GREATEST CHAMPIONS
AND WHAT IS THE
FEEDBACK YOU HAVE
RECEIVED FROM THEM?

*CAREER
REFLECTIONS*

WHAT DIFFERENTIATES
YOU FROM OTHER
EXECUTIVES WITH SIMILAR
SKILLS AND EXPERIENCES?

*CAREER
REFLECTIONS*

IDENTIFY EXAMPLES
HIGHLIGHTING THE IMPACT
YOU HAVE MADE IN YOUR
ORGANIZATION.

WHAT WAS THE OUTCOME?

*CAREER
REFLECTIONS*

THINK ABOUT SPECIFIC CAREER
OBJECTIVES YOU WOULD LIKE TO
ACHIEVE.

WHAT RESOURCES WILL YOU
REQUIRE? WHAT ARE POTENTIAL
CHALLENGES? HOW WILL YOU
MEASURE KSI?

*CAREER
REFLECTIONS*

WHAT HAVE YOU
LEARNED FROM
OTHERS ABOUT BEING
A LEADER?



THANK YOU

Janice Ellig
Chief Executive Officer
Ellig Group
(212) 688-8671

Participant Journeys



Participant Journey



Deirdre Murphy

Head of Customer Engagement, International Commercial COE
ZOETIS

Participant Journey



Audrey Chardonnet

Global Business Development Director (France)
APTAR PHARMA

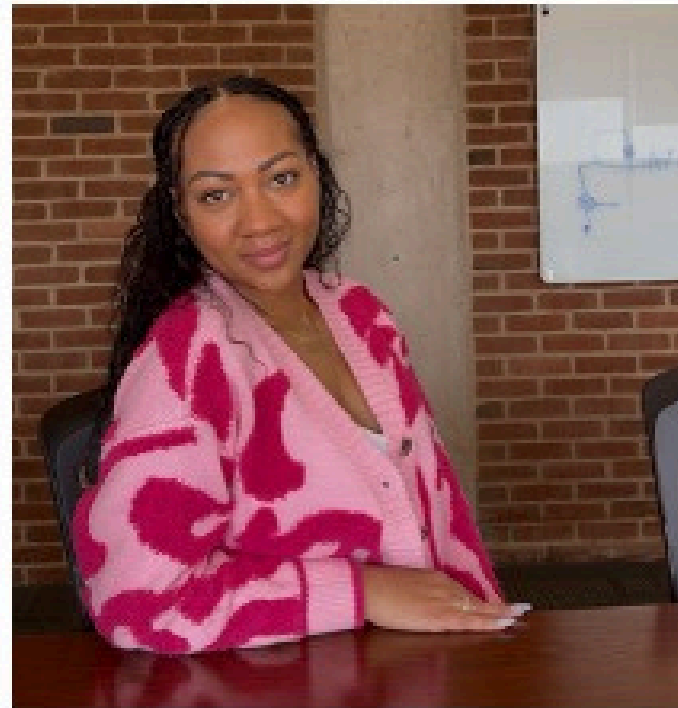
Participant Journey



Alivia Grate

Senior Engineer, Operational Compliance
EVERSOURCE ENERGY

Alivia Grate



Senior Engineer
Eversource Energy – Connecticut

My Motivation to Join P4P

- Progress into a leadership/managerial role
- Learn leadership skills
- Be confident in speaking up for myself in the workplace

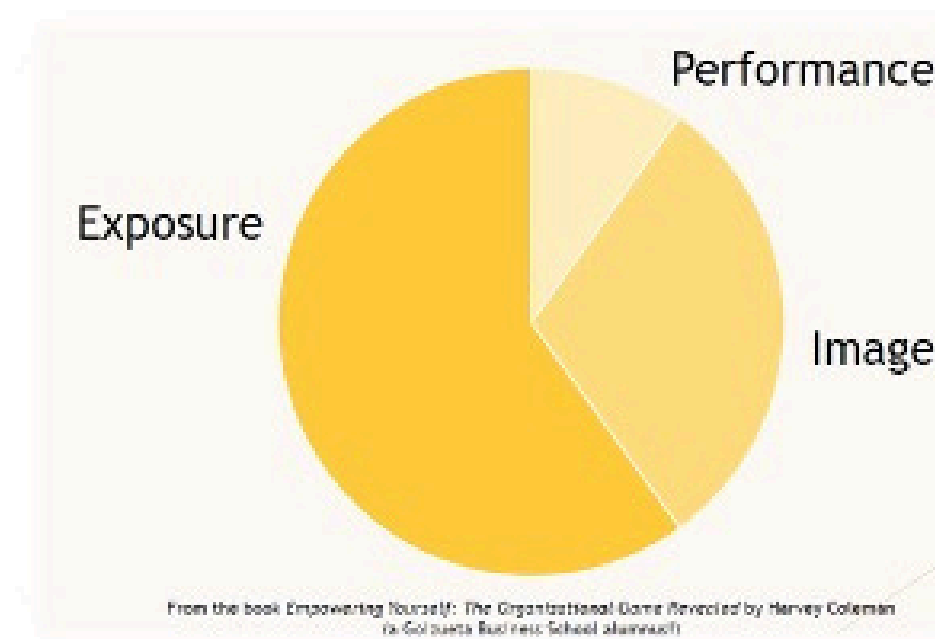
MY FAVORITE ASPECTS OF P₄P

Emory University

Goizueta Business School
with Liz Chilla and Danielle Rubenstein

- **Career Advancement: Pieces of P.I.E. Presentation**

- Understanding the key elements of career success
- Reflect on our own personal career journeys
- Create a career action plan with intentionality



P.I.E. Method

- Performance
 - Being mindful of how well you perform in your current role and your overall effectiveness
- Image
 - How are we perceived by others (verbal, non-verbal, digital)
- Exposure
 - Gaining, maintaining and enhancing your personal visibility

Executive Coaching with AceUp

- Helped me navigate difficult conversations in the workplace
- Gave great advice on how to lead less-tenured team members
- Encouraged me to network more and meet people outside of my circle
- 360 Review helped me see the blind spots in how I show up at work



THANK YOU

To all the presenters, organizers and
participants of the 2025 Paradigm for
Parity Program!

Participant Journey



Debra Davis

Associate Consultant, Talent Acquisition
EVERSOURCE ENERGY

PROFIT & LOSS LEADERSHIP ACCELERATOR PROGRAM

Final Capstone Presentation

**Deb Davis
July 30, 2025**

Before and After: Professional Transformation



Before: Stressed & Overwhelmed After: Confident & Composed





Participant Journey



Christina Kjaeroe

Vice President

NFP PRIVATE CLIENT GROUP

Participant Journey



Michelle Domino

Vice President - Brokerage and Group Operations
LTCI PARTNERS, LLC

Introducing What's Ahead...



Sandra Quince

Co-Chair & President, Board of Directors
PARADIGM FOR PARITY

AceUp Engagement Recap



Susy Brallier

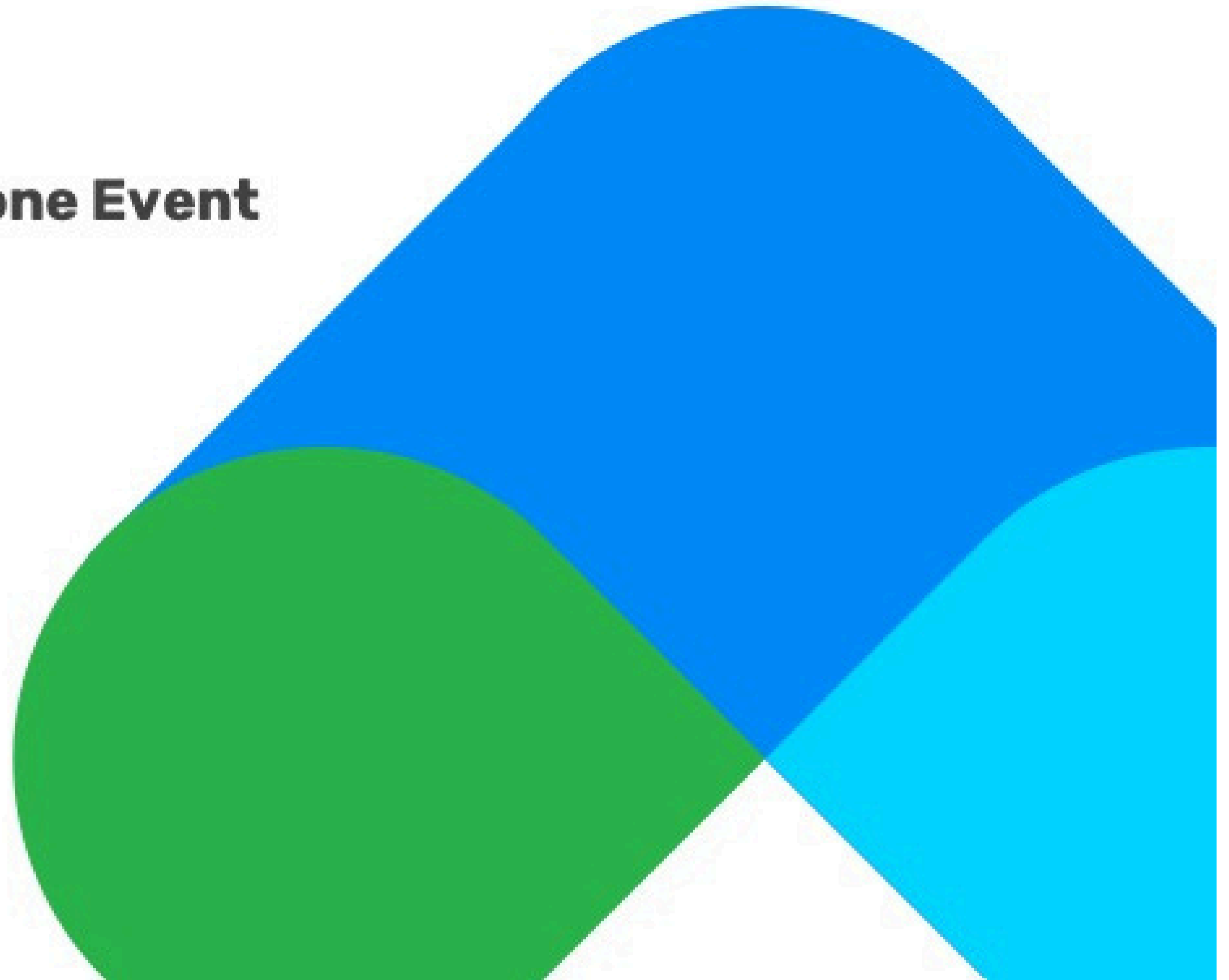
Global Account Manager
ACEUP



Profit & Loss Capstone Event

July 30, 2025

PARADIGMTM
for **PARITY**



Your AceUp Team



Susy Brallier
Global Account Manager



**What is one thing that surprised you
during your coaching journey?**

Your Coaching Journey

Engagement Data



15

P&L COACHEES

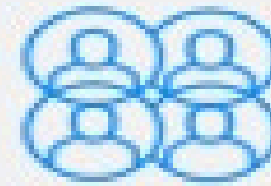
Participants enrolled and with active AceUp subscriptions



92%

1:1 UTILIZATION

% of participants who completed at least 1 session/month



100%

360 COMPLETION

% of participants who completed the 360 review process

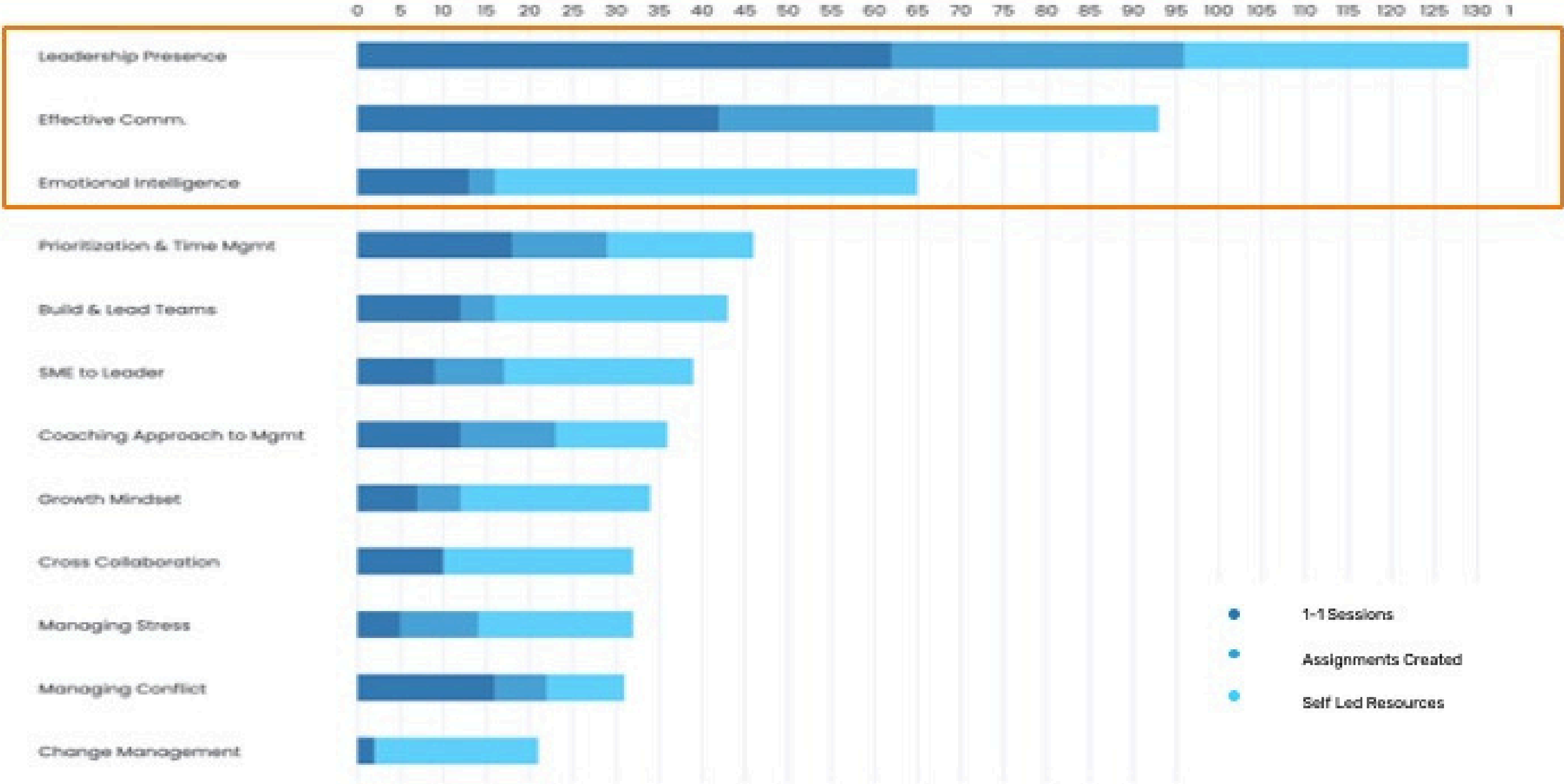


10/10

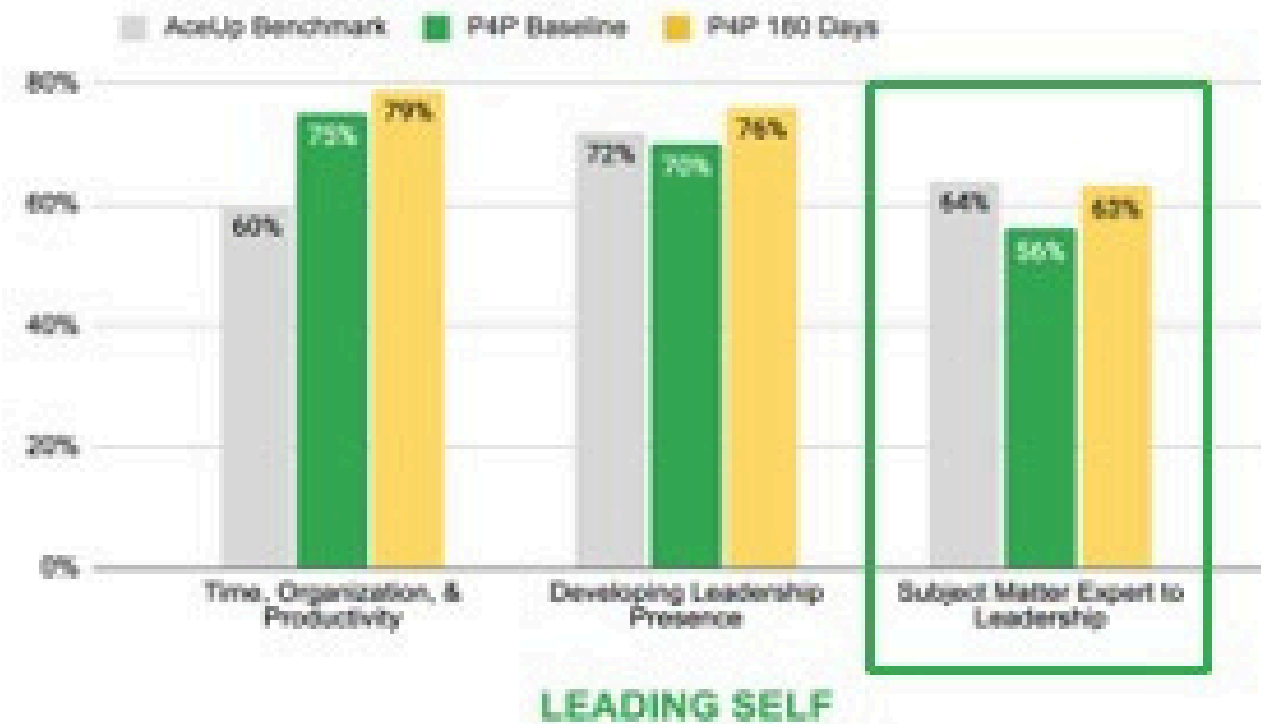
MOTIVATION

Motivation of coachees with the AceUp program

Leadership Competency Focus



Leadership Behavioral Scores Growth over 6 months



What they are:
We ask a series of questions about micro-behaviors related to each competency. The responses use a Likert Scale (poorly - superbly) which we transform to a percentage score between 1 - 100. We consider 80 and above to be a clear strength and 40 and below to be a potential development area.



Coach Breakthrough Insights

What Impact has coaching provided for the Paradigm for Parity Coachees?

Advocating for herself

Elevated confidence

Learned to push back and communicate her needs

More sophisticated in her influence

Ready for her next career progression

She now networks with key people

Able to assertively navigate challenging situations

Learned to celebrate herself

Creating more authentic relationships

Let go of self-created pressure

Recognizes team empowerment as foundational to her leadership

Made self-care a priority

Focus of moving forward

Coachee Feedback

What has been the biggest impact from your experience with AceUp?

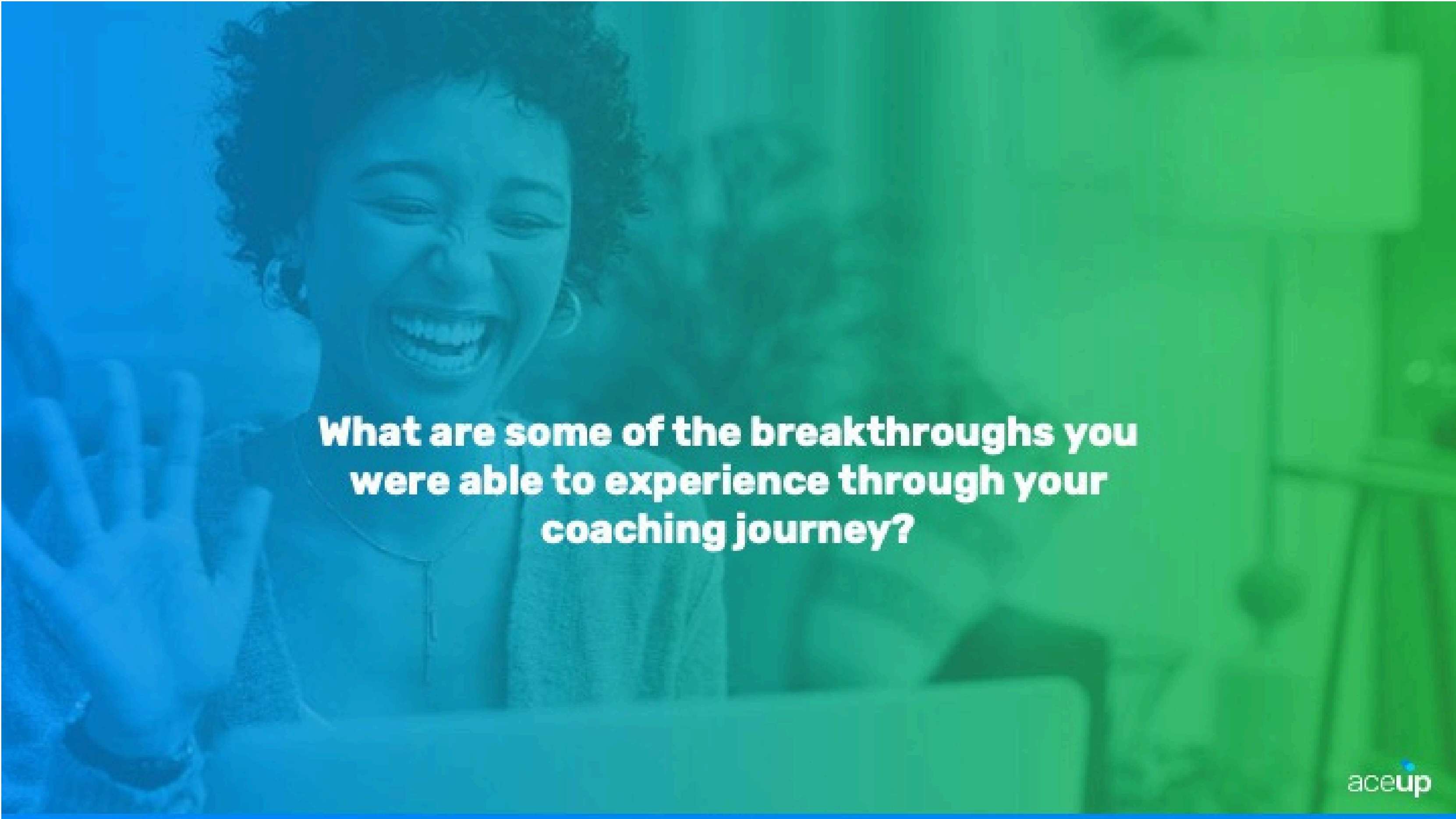
"I've gained a lot of confidence, and with that, I finally feel free to express myself authentically and fully."

"Learning what is important, how to focus and putting myself first."

"I have learned to delegate more to my team without guilt."

"Got to better understand my self saboteur and how I can control them."

"I learned how to better communicate and collaborate with others and deciding what is most important to my career and my future."



**What are some of the breakthroughs you
were able to experience through your
coaching journey?**

Post Coaching: What's Next?

Post-Coaching Best Practices

Recommended Key Focus Areas
based to continue the growth from
Paradigm for Parity

Put Your Skills to Practice

- Continue to utilize the tools gained from your coaching experience
- Leverage your coaching experience to "Coach Below, Coach Across, and Coach Above"
- **Create a Culture of Coaching** in the world around you

Continue P4P Connections

- Form continued monthly cadences to encourage and motivate one another
- Continue to Lean on, Nurture, and Benefit from your supportive P4P community of like-minded women
- **An opportunity to build lasting relationships**

Lean on Your Sponsors for Continuing Support

- **Have a clear vision** of what's next on your leadership journey, and share it with your Sponsors
- Ask for ongoing mentorship to support your transformational experience



Celebrate – You Deserve it!

LUNCH



Participant Journeys



Participant Journey



Andreia Santos

Finance Director Closures LATAM
APTAR B&H EMBALAGENS LTDA

Participant Journey



Tihui Letourneau

Customer Contact Center Supervisor
EVERSOURCE ENERGY

PARADIGM FOR PARITY

CAPSTONE

Tihui Letourneau

Eversource - Contact Center Supervisor



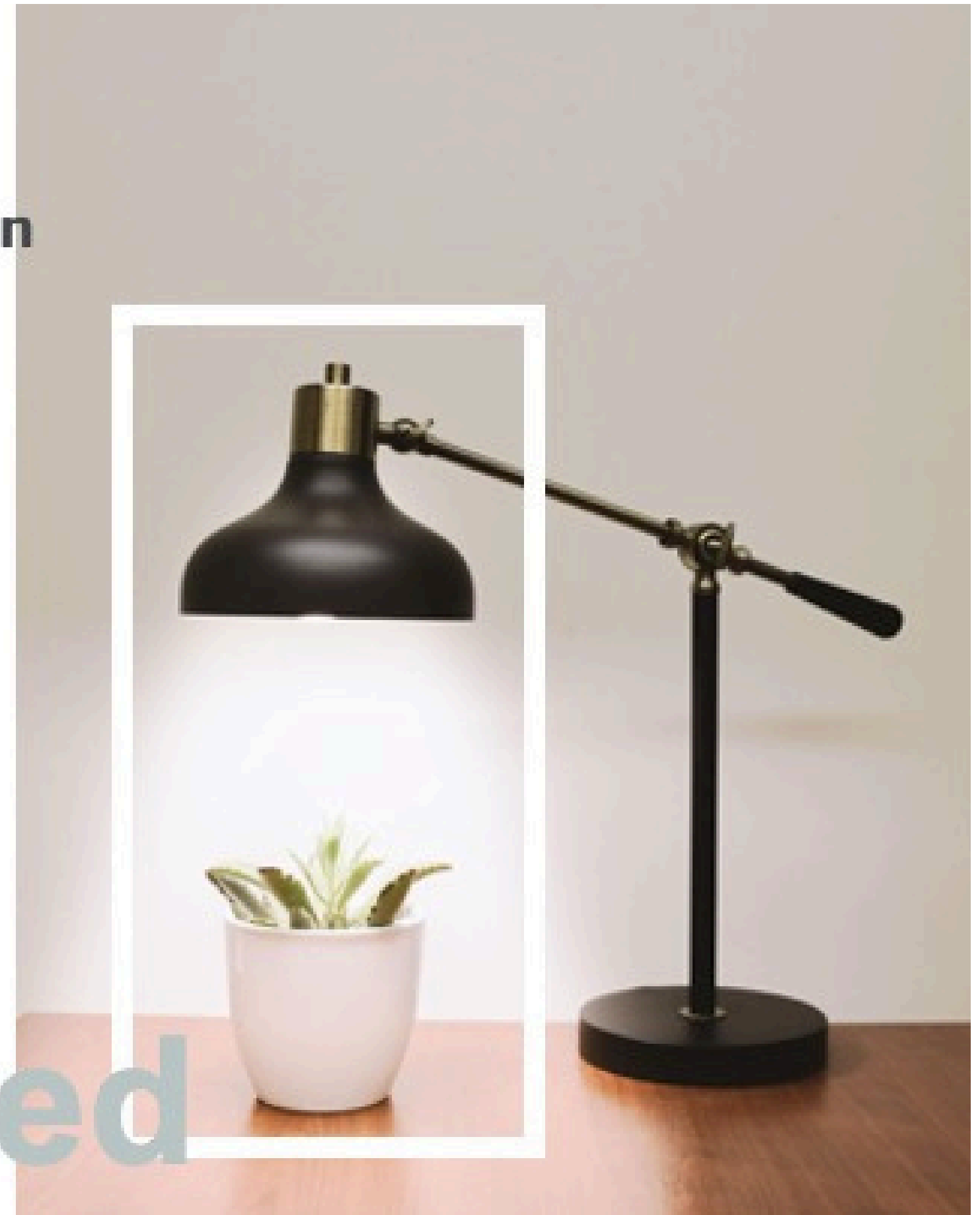
What motivated me

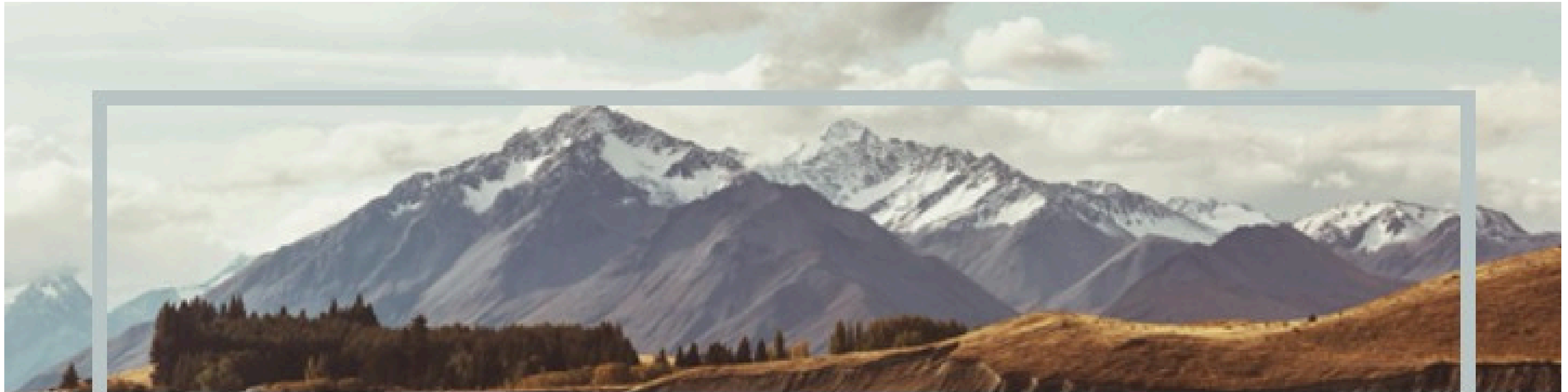
- P4P Aligns perfectly with my personal values and professional aspirations
- My goal is to continue growing as a leader
- Inspired by the women leaders in our organization

What has P4P meant to me as a woman of a diverse background

- It has given me the opportunity to reflect on my journey, embrace my identity and recognize the value of diverse voices in leadership
- It has also been empowering to connect with other women who share similar experiences and aspirations
- It has given me tools and confidence to continue advocating for equity, inclusion, and opportunity - not just for me, but for my team and broader organization

inspired





Professional or personal outcomes as a result of the program

Professional

- Expanded leadership skills
- Increased visibility
- Career advancement Readiness

Personal

- Empowerment and confidence
- Personal growth and reflection
- Renewed sense of purpose

Favorite Aspects

Dr. Sheila's Masterclass

AceUp Executive Coaching

Advantexe Classes

Disc Assesement

Board Presentation

Programs/Applications used



Thank You!



Participant Journey



Trine Vatile

Director Strategy and Operations
ZOETIS

Participant Journey



Raquel Rodriguez Urrutia

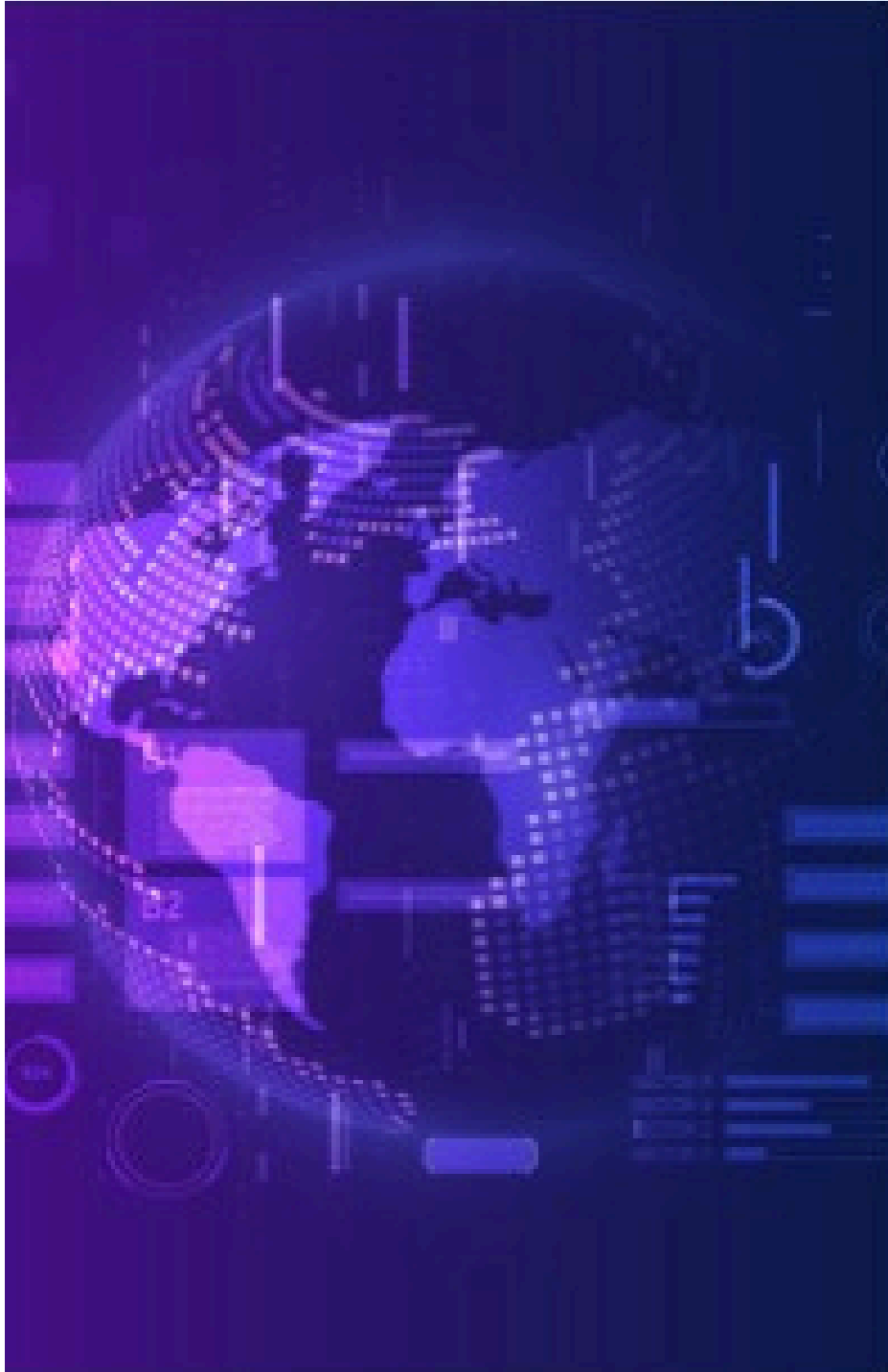
Director, Global Commercial Development, Petcare Dermatology
ZOETIS

Paradigm for Parity - Capstone Event

RAQUEL RODRIGUEZ

JULY 30, 2025





THE BEGINNING

- I specialize in bridging finance and global marketing to launch successful blockbuster products in the animal health industry.
- Career spanning auditing Fortune 500 companies, Regional Financial leadership across Latin America, and Local and Global Strategic Marketing in the U.S.
- My strength lies in building diverse, high-performing teams and effectively balancing short-term wins with sustainable long-term growth.
- I'd like to continue growing as a leader in the areas of Marketing, Global Strategy or General Management.

WHAT PARADIGM FOR PARITY MEANT TO ME

Zoetis is Listening

Recognition from Zoetis as High Potential and support to get the resources I need to succeed

Great network of professionals from different backgrounds that I expect it to last a lifetime



PROFESSIONAL OR PERSONAL OUTCOMES

- Increased confidence in my self (gravitas)
- Presented to the Zoetis Executive Team (CEO & LT) recently
- Internalized that women leaders have similar internal perceptions of ourselves and are presented with leadership situations that can be used as tangible opportunities for growth
- Being considered for new opportunities within Zoetis

FAVORITE ASPECTS



Executive Coaching with AceUp (Shoko Masuda)

- Sustainable tools that can be used long after P4P training concludes (elevator pitch, mapping relationships to succeed, 360 discussion tool, etc.)



Emory School

- The Key to Career Advancement is P.I.E. (Performance, Image & Exposure)



Masterclass with **Dr. Sheila Robinson**

- Self-Confidence and Assertiveness



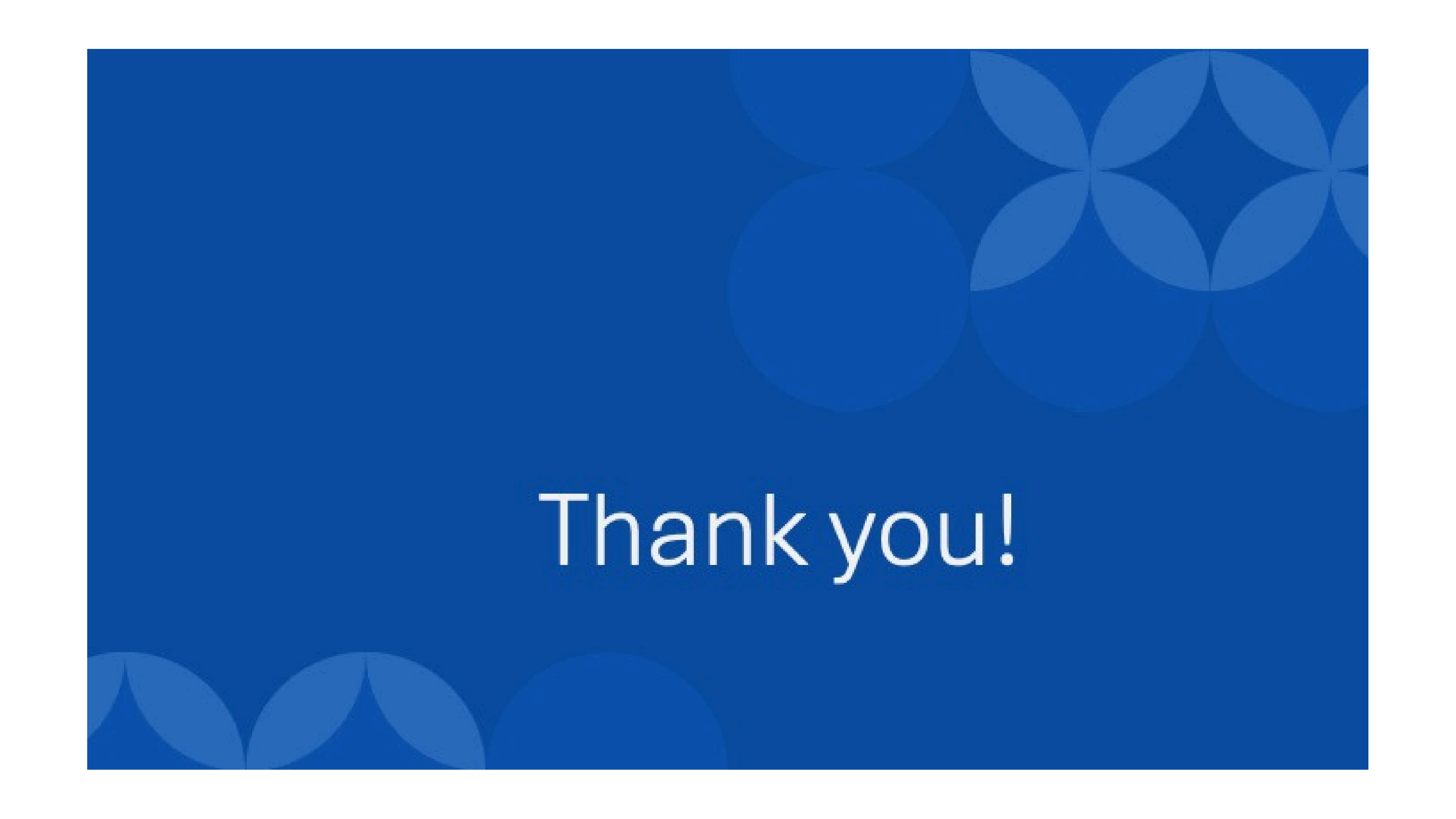
Advantexe

- Making decisions in the spot, understanding how my team think and managing the team dynamics
- Presentation to the Board



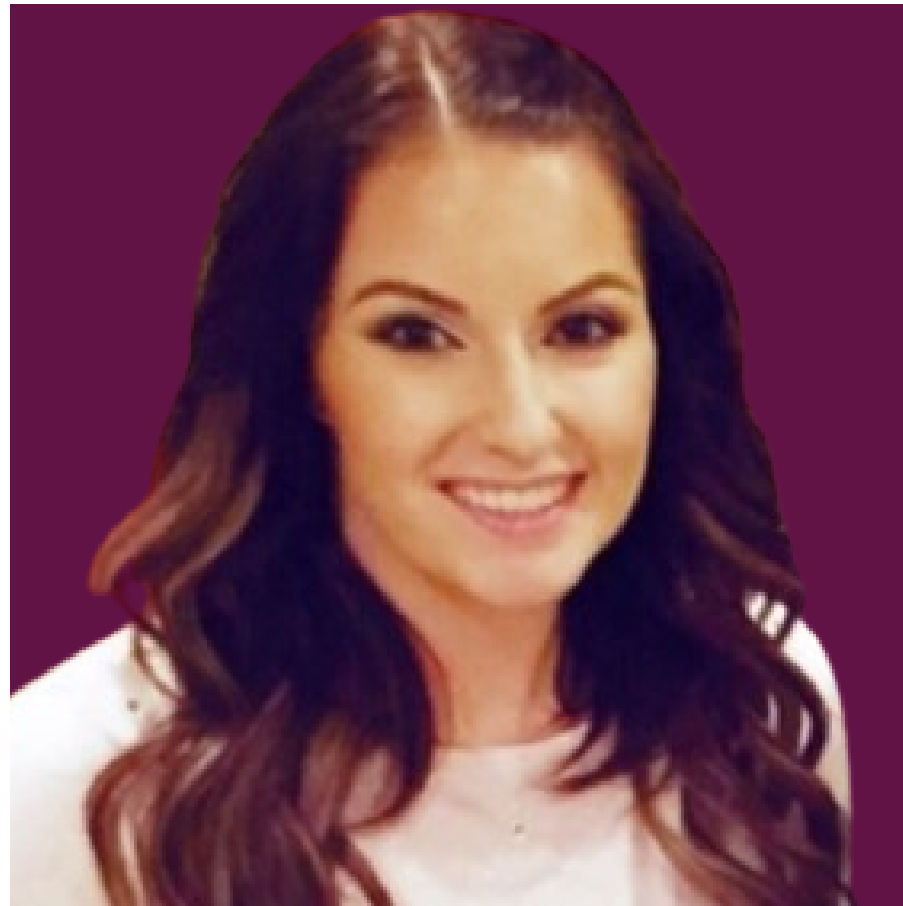
Sponsorship

- Opportunity to put in action all that we have learned



Thank you!

Participant Journey



Lucca Merlino

Leasing Manager
PROLOGIS

Introducing What's Ahead...



Sandra Quince

Co-Chair & President, Board of Directors
PARADIGM FOR PARITY

Authentic Advantage: Leading with Confidence, Credibility, and Style



Morgan Wider

Executive Presence Strategist & Author;
Founder, WIDER STYLE

Certificate Ceremony

Congratulations!

July 30, 2025

Paradigm for Parity

Certificate of Completion



This certificate is awarded to

Joyce Chai

for completing

Profit & Loss Leadership Accelerator Program 2025

This is to certify the successful completion of this program and the fulfillment of all its requirements. The recipient demonstrated strong financial acumen with a specific focus on Profit & Loss management, enterprise financial reporting, and key business metrics in conjunction with highly developed leadership skills.

N. Bullock-Pottinga

Nadine Bullock-Pottinga
CEO, 2025 Cohort



Shauna Blaize

Shauna Blaize
Director of Programs & Special Projects

July 30, 2025

Paradigm for Parity

Certificate of Completion



This certificate is awarded to

Audrey Chardonnet

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Debra Davis

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Alivia Grate

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This certificate is awarded to

Gondje Hendricks

for completing

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Nadine Bullock-Pottinga
CEO, 2025 Cohort



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Christina Kjaeroe

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Deirdre Murphy

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Director of Programs & Special Projects

July 30, 2025

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Raquel Rodriguez Urrutia

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Nadine Bullock-Pottinga
CEO, 2025 Cohort



Shauna Blaize

Shauna Blaize
Director of Programs & Special Projects

Closing Remarks



Sandra Quince

Co-Chair & President, Board of Directors
PARADIGM FOR PARITY

Upcoming Events

PARADIGM[®]
for PARITY

FINANCIAL CONFIDENCE

OVERCOMING BARRIERS AND TAKING CONTROL

LINKEDIN
LIVE

TUESDAY, AUGUST 12TH 2025

1:00 - 1:30 PM EST



**NADINE
BULLOCK-POTTINGA**
Paradigm for Parity



**BRIANA
FRANKLIN**
Creator and Host,
DEBTfeated



**CHANTEL
CHAPMAN**
CEO and Co-Founder,
Trauma of Money Program

SCAN TO REGISTER



Upcoming Events

Breaking Barriers, Building Futures: THE LEADERSHIP SUMMIT

*Change starts
with one click*

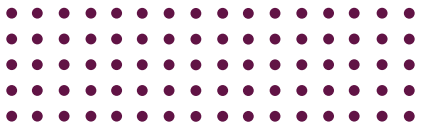
REGISTER TODAY!

VIRTUAL-ONLY CONFERENCE
OCTOBER 7, 2025 | 8:30AM - 4PM EST



SCAN TO REGISTER





PARADIGM[®]
for PARITY

PROFIT & LOSS LEADERSHIP ACCELERATOR PROGRAM 2025

CAPSTONE

