



grown woman wednesday

Power Playback Guide



Power Mom - Executive

featuring Jess Von Bank

mini lessons. maximum impact.



what's grown woman life?

The mission of the **Grown Woman Life** platform is to support the journey of mature professional women, the bold, brilliant, and badass among us in living a proud, purposeful, and unapologetically life.

I have created Grown Woman Wednesday to provoke conversation, provide entertainment and inspire. Join us on LinkedIn live every Wednesday at 1:00 PM EST.



You will:

- Meet inspiring women who personify the principles of Grown Woman Life
- Hear stories of success and encouragement
- Learn best practices of Grown Woman Power Players
- Recieve a Power Playback guide providing you with tangible, actionable takeaways

Let's Connect!





THIS WEEK'S

*grown
woman
power
player*



Jess Von Bank

"If you call yourself an athlete, you make intentional decisions every day to be an athlete. It's not automatic; you have to make it so. Same thing with being a great mom, a POWER mom. Anyone can phone it in. But being a great mom requires intention."



Jess Von Bank is a 20-year industry veteran and impassioned evangelist of the modern candidate and employee experience in the world of work. As both a former recruiting practitioner and an expert in bringing TA Tech and HCM vendor solutions to market, Jess looks to broaden her executive mindset to better design and deliver a workforce experience that exceeds the expectations of talent and the needs of the business.



Jess offers specialized expertise in talent acquisition, recruitment marketing, employer branding, DEI&B, brand building and market positioning, and storytelling.



Jess is the Head of Marketing and Brand Strategy at Leapgen, a digital transformation company shaping the Now of Work. She also runs the Now of Work, Leapgen's global community for HR, Talent, and workforce experience professionals. Jess is an active speaker and community emcee, ambassador for women's and girls' organizations, and President of Diverse Daisies, a nonprofit for girls' enrichment and empowerment. She lives in Minneapolis, where she races for free swag and raises her three daughters.



Support Jess by:

01



Follow Jess on social.

02

Follow [Diverse Daisies](#), Jess' organization that empowers, motivates and inspires young women of diverse backgrounds by giving them a place to belong, a place to grow.

03

Consider volunteering and/or donating to [Diverse Daisies](#).

YOUR POWER PLAY



Step 1

Listen to our Grown Woman Wednesday LinkedIn Live Session



Step 2

Consider the quote, the power player's insight and the Grown Woman Life Principle



Step 3

Create your personalized Power Play by answering the Power Playback questions.

This week's quote

"I want her to know something that I feel is important. I love work. I love her and I love work, and I want her to know work's a good thing. It's not something you're dragged off to."

Hoda Kotb

Grown Woman Life Principle

Right: Your purpose is defined by passion

Responsibilities: To live a life where your time and actions are directly related to the things for which you are most passionate.

Prompts

Thoughts/Actions

What's the biggest challenge you face being a working mom?



What are three ways you can overcome these challenges?



What characteristics should you look for in a company if you are a dual working mom?



inspiring your bold, brilliant, badass self