

What Is a Possible Woman?

Letting Your Possibilities Soar

by Judy Scherer



Gathering of "possible women" on deck of Royal Caribbean's Sovereign of the Seas

IS SHE THE WOMAN YOU SEE EVERYDAY DROPPING HER children off at school, then rushing to her job, and later coming home to make dinner, help with homework and tuck them into bed? Is she the woman you see everyday on the TV screen bringing you the day's news? Is she the woman at the drive-thru window of the fast food restaurant or the dry cleaners? Is she the mother taking care of a baby or toddler and teaching them the basics of life? Is she the woman who has raised her children and now is resuming her education? Is she the woman who has hitched her dreams to a star and is following it into the unlimited horizons?

For one glorious long weekend in January, I had the opportunity to listen to and find out about many "possible" women and hopefully learn a little about becoming one. Dr. Betty Siegel shared

and shared her insights from both a personal and an executive standpoint.

Dr. Deanna Berg, president of Innovation Strategies International, reminded us that there is a child inside each one of us. When we let that child shine forth, we can often find new and more creative ways to tackle those "everyday" problems. Deanna shared her "toys" (i.e. learning aids) with us, just as she has presented them to major organizations throughout Asia, Europe, North America, and South

America. Listening to her inspired us to be more creative with ways to bring people together, to stimulate team interaction, and just to make our days more interesting.

Marriage and Family Therapist, Dr. Majorie Barlow, on the verge of celebrating her 70th birthday, led us through her life journey, which is far from over. We laughed and cried and, in the end, cheered, this magnificent woman, the inspiration for and the author of a soon-to-be-published book, *The Possible Woman*. She left us wanting to hear more, know more, and dream more.

In between these fabulous keynote speakers, there were coffee talks and workshop/seminars on subjects from *How to Make Your Best Business Impression to Taking Care of Your Health to How to Invest Your Money in the New Millennium to Finding A New Identity in Your Golden Years*. We were inspired over and over by many diverse women, none of whom seem content to sit back or rest on their laurels, but continue to innovate, to give back, and to inspire others.

The third annual "Possible Woman Leadership Conference" is already scheduled for Jan. 20-23, 2000 at a brand new FIVE STAR resort in Playacar, Mexico with committed sponsorships so far from AVON, BellSouth, TelTek Solutions Inc. and Edward Jones Investments. The success and growth of these meetings leads me to believe that the "Possible Woman" behind them, Linda Wind, President of Possible Woman Enterprises, will be expanding them soon. Be sure to watch for a very special one day conference in September in the Atlanta area as well. Visit



Linda Wind and Covehita Robinson, VP, US Sales Centers, IBM Corporation—the first corporate sponsor of the Leadership Conference

the website (www.possiblewoman.com) for more information and don't miss out on these opportunities to learn what you need to know to make you fully realize all of your possibilities! ■



Linda Wind (middle) with keynote speakers (left to right) Marjorie Barlow, Deanna Berg, Linda, Betty Siegel, and Veronica Biggins

her rise to the leadership of Kennesaw University. In a time when women weren't given a lot of opportunities, she followed her parents' and grandparents' admonitions to "get an education." From an early position at FSU that many men thought "she couldn't handle" to becoming the first woman to hold the title of president of a four-year college in the University System of Georgia, she has shown her strength and belief in education and the leadership process.

Then there was Veronica Biggins. She moved from the banking industry to the White House, where she served as assistant to President Clinton and director of presidential personnel, to a partnership at Heidrick & Struggles in Atlanta, one of the leading executive search firms in the world. She obviously is a people person—matching skills with needs—

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