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**OUR VISION**

We challenge the universe to think differently about talented women, and help them create new measures of success.

* **For women, by women.** Our origin began with voices of the restless. The lookers, the searchers, those that wanted for more in more ways than one. The RSP offering is this audience alone - their needs, issues and wants.
* **The success of the collective matters.** When change is realized on an individual level, we all win. The unconventional path of an RSPer becomes a testament to what’s truly possible, not just for themselves but others who will march after them too.
* **Times have changed.** The world we were raised in ceases to exist. And still, we hold standards and norms of years past, all while juggling life from the middle. Knocking down preconceived notions, stigmas and expected paths to success is what we’re all about.

**HOW WE’LL DO IT**

**1) We reposition the forgotten generation.**

***Generation****X (ages 38-53) has essentially fallen off the radar among marketers. They are often referred to as the "slacker****generation****" or the "****forgotten****middle child." For our youth and young adulthood, baby boomers sucked up all the oxygen in the room, dominating our political, educational, business and social arenas. - Google*

* By raising their profile through the creation of original experiences that share their voice.
* Active participation in and pursuit of speaking events and media engagements that offer a platform elevating the voice of RSPers.
* Sharing out of the extraordinary successes they’ve achieved (in a seemingly short period of time).

**2) We partner with organizations ready to hire/train/unleash the extraordinary.**

* Work with you to align transferable skills to existing needs (ie., X also looks like Y)
* Help you identify talent that might not typically look like what you’re looking for – or where you’re sourcing them for that matter
* Demonstrate the ability and capability of experienced talent’s readiness to do more with less, lead the charge, make it happen and uphold a positive beat 24/7, 365 – because honestly, that all just comes naturally to them
* Leaders who make great business owners – of any vertical – manager of P & L, team, new concepts, etc.
* Educate on the value of how and why investment in these women matters

**3) We offer invaluable perspectives.**

* Want to get ahead? For you? For your business? Partner with RSPers who offer a unique POV on what it is you’re creating
* Another resource to turn to
* 45+ years of combined experience in marketing, coaching, education and human resources