Frequently Asked Questions

Why You Should Apply for the Women Rising Leadership Academy (WRLA)

1. WRLA directly addresses the real barriers women face — at work and in business

WRLA was intentionally designed to help women overcome the **internal and external barriers** that continue to limit **advancement, influence, and recog**nition in the workplace, even for highly capable professionals.

For women business owners, these barriers show up as self-doubt that affects **pricing and negotiation**, difficulty asserting authority with clients or teams, and challenges building the credibility and **influence needed to grow**.

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2. This is not motivational content — it is research- and science-based

Unlike generic leadership programs, WRLA is grounded in **research- and science-based training** that gives participants practical tools they can immediately apply — in real workplace situations and real business environments. The strategies are built on what actually works for women, not recycled content designed for a different audience.

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3. You gain practical skills that translate directly into results

Each workshop focuses on a **specific barrier** women face and pairs it with a concrete toolset — so learning doesn't stay theoretical. For women in the workplace, it shows up in how you communicate, lead, and perform. For women business owners, it shows up in how you present yourself to clients, lead your team, set boundaries, and grow with confidence.

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4. The Academy delivers proven, measurable results

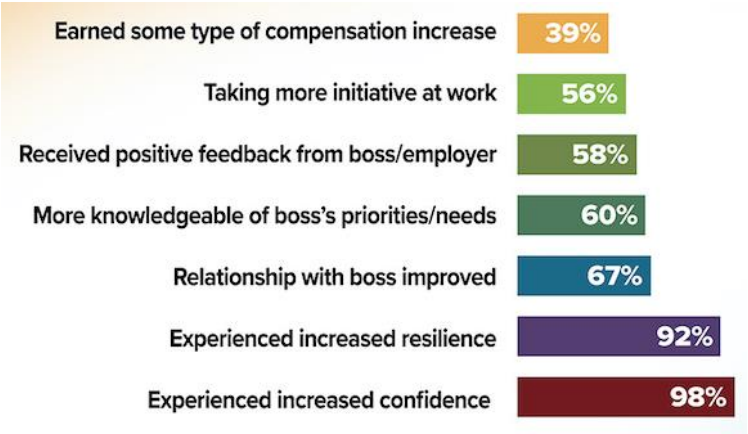
WRLA is results-proven. According to graduate impact outcomes:

- 98% report increased confidence
- 92% report increased resilience in the workplace
- 58% report receiving positive feedback from leadership
- 39% report achieve some type of compensation/pricing increase

These are practical outcomes that influence career momentum and credibility. Women business owners also report proven results, including increased profits, improved client

and organizational relationships, and greater confidence to handle challenges and grow their business.

Full outcomes are reported in this graph:



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5. WRLA helps you elevate how you show up — not just what you know

Through sessions like Developing Executive Presence, Navigating Gender Culture at Work, How to Increase Your Influence, and Mastering Courageous Conversations, WRLA strengthens how you are perceived, heard, and trusted. For business owners, this translates directly into how you show up for clients, partnerships, speaking opportunities, and leadership within your own organization — elevating your credibility and expanding your reach.

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6. You learn from executive women who have already navigated these challenges

Participants gain direct access to insights from **executive women**, learning how they overcame obstacles, advanced, and built influence in environments similar to those participants are navigating now. For business owners, these conversations unlock lessons about building authority, scaling with confidence, and leading through the unique challenges women face as CEOs and founders.

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7. Support continues well beyond the workshop room

WRLA includes **ongoing support beyond the workshops**, including follow-on support groups and access to community — because real growth requires reinforcement, not one-time exposure. Whether you are climbing the corporate ladder or building a business from the ground up, having a network of women who understand your journey is invaluable.

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8. The program works for women across industries and career stages

WRLA is **open to working women of all ages**, including professionals, managers, executives, and business owners — making the learning broadly applicable regardless of role or industry. The tools and strategies taught in every session are fully transferable, whether your goals are to advance in an organization or to grow and lead your own.

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9. Participants gain access to professional networks and opportunities

WRLA provides **access to top female executives and professional opportunities**, expanding visibility and connection beyond one's existing workplace or industry. For women business owners, this network can open doors to referrals, collaborations, speaking engagements, and partnerships that directly impact business growth.

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10. This level of leadership development is rarely this accessible

Comparable leadership programs often cost **$6,000–$14,500+**, yet WRLA is made accessible due to funder support — costing **only $447** plus a small, $50 application fee. Scholarship options are available to reduce financial barriers further. Employees and owners of funding organizations receive discounted tuition ($200 off). For women business owners, this represents an exceptional return on investment relative to the impact it can have on your business and your leadership.

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11. The Academy is structured for deep growth, not surface engagement

WRLA includes **eight immersive, three-hour workshops** delivered monthly over the program period, allowing time for reflection, application, and real change rather than

rushed learning. Business owners appreciate this model because real shifts in mindset, communication, and leadership don't happen in a single afternoon — they happen through consistent, structured development over time.

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12. WRLA equips you to become an intentional, high-impact contributor — and leader

Sessions such as Becoming an **"A Player"** focus on helping women consistently deliver value, strengthen their professional reputation, and be seen as essential contributors. For women business owners, this framework applies directly to how you show up as the leader of your company — building a reputation that attracts clients, retains talent, and commands respect in your market.

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13. WRLA is built on over a decade of real-world credibility and academic roots

WRLA is not a new or untested program. It has a **11-year history**, with its roots beginning at **Cal State Fullerton**, where founder **Lacy Schoen** originally launched and refined the curriculum in 2018 through the Women's Leadership Program in the College of Business and Economics. What participants experience today is the result of years of research, learning, iteration, and proven application in partnership with higher education and working professionals — and women business owners who have put these tools to work in their companies.

WRLA is a proven, research-based leadership academy that equips women — whether in the workplace or running their own business — with the strategies, tools, confidence, and support to overcome real barriers and elevate their impact, influence, and success.