

MARCH 2026

HUSTLE & HEART

SISTERHOOD

MAGAZINE

HAPPY
INTERNATIONAL
WOMEN'S MONTH

Give to
Gain

Motto

I NO LONGER
APOLOGIZE FOR
PROTECTING MY
TIME

FOUNDER HUSTLE & HEART

SHENIN
LEBRUN

Believe

LEADERSHIP ISN'T
ABOUT FITTING INTO
THE ROOM. IT'S ABOUT
EXPANDING IT.

Learned

I STOPPED CHASING
& I STARTED RECEIVING

"LEADERSHIP
IS ABOUT
EXPANDING IT."



Table Of Contents

MARCH 2026 | SISTERHOOD MAGAZINE | ISSUE 01

04

A FOUNDERS WELCOME

A personal note from founder Shenin Lebrun on why women rising together is the future of leadership.

06

IWD THOUGHT PIECE GIVE TO GAIN

An IWD reflection on access, influence and the responsibility that comes with success.

08

THE 5 PILLARS OF MODERN FEMALE LEADERSHIP

A practical framework for building confidence, visibility, financial power and sustainable leadership in today's world.

10

Data & Insights WHERE WOMEN STAND IN LEADERSHIP TODAY

The numbers behind the narrative: what global research reveals about women, leadership, money and opportunity.

12

INTERVIEW WITH LIEKE DANENBERG

Helping 1 million women to become financially independent as CEO and co-owner of Elfin

14

CONFIDENCE TOOLKIT

Practical tools to strengthen self-trust, visibility and leadership in moments that matter.

16

INTERVIEW WITH ONYEMA ONWUKA

"The moment I took my own voice as seriously as my clients', everything changed."

18

INTERVIEW BY GERMAIN HENRIQUEZ

"You don't need a seat at their table; you can build your own table."

20

A FOUNDERS STORY

Kaai bags.. How it all started

22

SISTERHOOD SUMMIT

A gathering for ambitious women ready to expand their leadership, networks and next chapter.

24

HOW WE RISE TOGETHER & MEMBER STATEMENTS

The unwritten rules of women rising together — and how to put them into practice.

Meet the women of the Sisterhood Business Club — each with her own story, ambition and voice.

30

HUSTLE & HEART CONSULTANCY

The Engine Behind the Movement

The Sisterhood Business Club

ISSUE #01

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A founders welcome

A personal note from founder Shenin Lebrun on why women rising together is the future of leadership.

To everyone holding this magazine - this edition celebrated the women who inspire, lead and shape our world.

Your courage to grow.
Your decision to invest in yourself.
Your willingness to rise not alone, but together.

The Sisterhood Community was built for women who understand that ambition and heart can coexist.

Inspiration

Inside this magazine you'll find stories, tools, and perspectives designed to stretch you, ground you and remind you that your growth is not selfish, it's strategic.

I am so proud of what we are building together.

Welcome to the Sisterhood movement.



GIVE TO GAIN

An IWD reflection on access, influence and the responsibility that comes with success.

There is a moment in every woman's journey where something shifts.

A door opens. A name is spoken in a room you weren't in. A stage appears. A seat at the table is offered. We call it success. But success, I've learned, is only the beginning. Years ago, during a corporate reorganization, my name was spoken in a room where decisions were being made. I wasn't there. Someone advocated for me. That single act altered the trajectory of my career.

Later, a speaker coach mentioned my name while searching for a TEDx voice. Again, I wasn't in the room. Again, someone used their access to widen my world.

*Small actions.
Macro impact.*

And eventually, the question stopped being: "How do I rise?" It became: "How do we rise?"

That question built Sisterhood.
That question built Hustle & Heart.
That question built the Sisterhood Business Club.

Because gain, when held individually, is success. But gain, when shared intentionally, becomes infrastructure.

Networks. Introductions. Visibility. Access. Rooms widened. That is how culture shifts.

*Give to Gain is not
about obligation.*

It is about ownership. Ownership of our influence. Ownership of our voice. Ownership of the impact we create, not just for ourselves, but for the women walking behind us. If you are here, reading this, you have gained something.

Experience, resilience, perspective, access and wisdom.

The real question is:

Who will benefit from it? Let's rise wide. With heart. With courage. With intention.

"Shenin"



LEADERSHIP IN 2026

Is no longer about titles. It's about influence, sustainability and strategic self-leadership. After years of coaching women across corporate and entrepreneurial spaces, one truth keeps emerging:

***Women don't lack ambition.
They lack infrastructure.***

These five pillars form the foundation of modern female leadership, the kind that builds success without burnout, visibility without self-betrayal, and power without isolation.

1. Inner Confidence: Self-Trust Before Validation

Confidence is not a personality trait. It's a practiced skill. Research from the Harvard Business Review shows women apply for promotions only when they meet nearly 100% of qualifications, while men apply at 60%. This isn't a competence gap. It's a confidence conditioning gap. Modern leadership begins internally.

Power Shift: Move from "Am I ready?" to "I am learning in public."

Practice: Before a meeting, presentation or post, ask: What do I know that is valuable here? What perspective do only I have?

Reflection Question: Where are you waiting for permission that you could grant yourself?

2. Strategic Visibility: Being Seen With Intention

Talent alone does not create opportunity. Visibility does. LinkedIn research shows 85% of career advancement opportunities come from networks and exposure, not from formal applications. Visibility is not ego. It is strategic positioning.

Power Shift: From "I don't want to brag" to "I document so others can find me."

The 3-Step Visibility Formula:

- Share your perspective.
- Share your process
- Share your proof

Reflection Question: If your next opportunity is one introduction away, would someone know how to introduce you?

3. Financial Intelligence: Economic Power Is Leadership Power

Financial independence changes decisionmaking. Studies from McKinsey show companies with gender-diverse leadership teams outperform peers by 25% in profitability. Women reinvest up to 90% of income into families and communities (UN Women). Money is not just income. It is leverage.

Power Shift: From "I just want to earn more" to "I want ownership, assets and options."

Practical Move: Know your numbers. Negotiate consciously. Invest consistently. Build multiple income streams.

Reflection Question: Does your financial structure match the life you want to lead?

4. Energy & Boundaries: Sustainable Ambition

High achievement without recovery leads to survival mode. Elite athletes understand something professionals often ignore: performance requires restoration. Burnout is not a badge of honor. It's a warning sign.

Power Shift: From "I'll rest when it's done" to "I protect energy so I can lead long term."

Micro Practice: End each workday by asking:

- What drained me?
- What gave me energy?
- What boundary needs reinforcement?

Reflection Question: Are you building success you can sustain?

5. Network as Leverage: Community Over Competition

Success is rarely solitary. Research shows women with sponsors (not just mentors) are significantly more likely to be promoted and receive stretch opportunities. Community accelerates growth.

Power Shift: From "I have to prove myself alone" to "We rise wider."

Sisterhood Model:

- Accountability partners
- Hot seat sessions
- Strategic introductions
- Public celebration

When women open doors for each other, infrastructure forms.

Reflection Question: Who are you advocating for when they are not in the room?

A practical framework for building confidence, visibility, financial power and sustainable leadership in today's world.

The 5 Pillars of Modern Female Leadership

Data & insights

The numbers behind the narrative: what global research reveals about women, leadership, money and opportunity.

Despite progress, women are still significantly under-represented in senior leadership globally — revealing both opportunity and urgency for intentional growth.

Source: World Economic Forum



Representation in Leadership

- Women hold only **30.6% of leadership positions globally**, even though they make up nearly half of the workforce.
- Women occupy about **29% of C-suite roles in corporate leadership**.
- Within Fortune 500 companies, only **10.4% of CEOs are women**.
- Globally, women hold **42.9% of senior economic leadership roles, with disparities** persisting across regions.

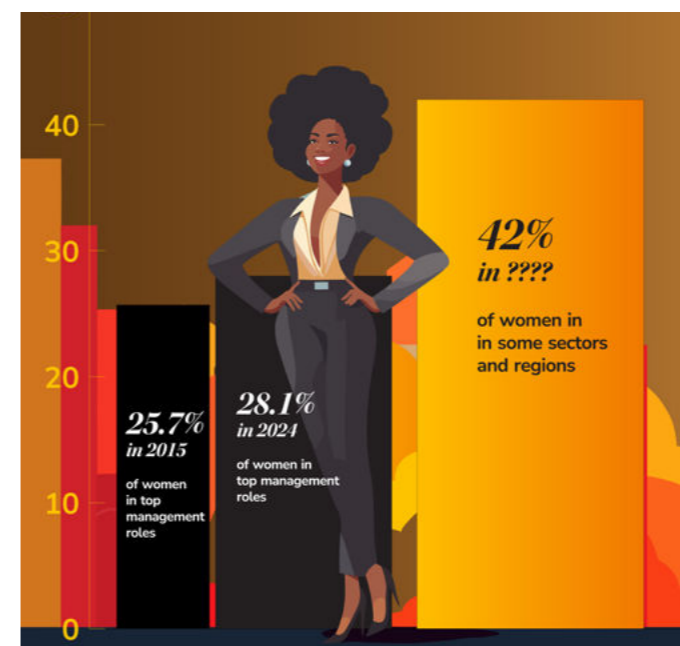
As women rise into broader workforce participation, the higher rungs of leadership still have a long way to go. These numbers show there are fewer women in positions where decisions are made, influence is shaped, and strategy is set, which makes intentional leadership development essential.

The Leadership Pipeline Gap

The path to senior leadership often narrows progressively:

- Women are close to parity at entry-level roles but drop to **29% in C-suite positions**.
- Only a small fraction of women occupy board chair or CEO roles worldwide, indicating a persistent “leadership cliff.”

This “broken rung” effect highlights that *access to early leadership roles is not yet translating into access to the top*.



Women Are Gaining Ground, But Unevenly

Progress is real but uneven:

- The share of women in top management rose from **25.7% (2015) to 28.1% (2024)** — meaningful, but slow relative to women’s overall workforce participation.
- In some sectors and regions, women hold up to **42% of leadership roles**, showing how cultural and organizational context matters.

This tells us *that structural, cultural and organizational factors can accelerate or stall progress*.

FINANCIAL EMPOWERMENT

Interview with Lieke Danenberg

Helping 1 million women to become financially independent as CEO and co-owner of Elfin

The theme of International Women's Day is "Give to Gain." In the context of money and wealth, what does that mean to you personally?

For me, "Give to Gain" means that money enables you to give to what truly matters to you. I see that many women still experience money as an uncomfortable topic. Often because they haven't had much exposure to it, were never properly taught about it in school, or weren't the ones making financial decisions at home.

At the same time, I see something powerful. When women have money, they experience more freedom. Freedom to choose. Freedom to invest in what they care about. Giving does not only mean literally handing money away. It also means investing in your community, in sustainability, in social causes, or in your own growth.

The core is this: you need to be in the driver's seat. Earn your own money. Make your own decisions. Build your own wealth.

We also see that women are more likely to allocate money toward social and sustainable impact. That is why I truly believe the world shifts when more capital is in the hands of women.

Investing can feel intimidating or "not for us." Why is investing not just a financial decision, but a power decision?

Investing can feel intimidating, especially because financial power has historically been more concentrated with men. So it is not strange that investing does not always feel like it belongs to women.

Making long term financial decisions builds confidence. You are actively shaping your future. Research shows that women are significantly more likely than men to link financial independence to autonomy. That tells us something. Many women do not fully experience that autonomy yet.

For me, this is not about power over others. It is about power over your own life. In a healthy relationship, both partners should have that power.

The power to invest together. The power to stand independently if needed. That is not conflict. That is equality.

If every woman reading this magazine committed to one financial move this year, what would you recommend and why?

If every woman committed to one financial move this year, I would say make a plan. Not a vague intention, but a concrete plan connected to something you truly want.

What is something you do not want to miss in this life? A house abroad? Starting your own company? Working less? Financial peace of mind? That goal becomes your driver. It pushes you to negotiate your salary. To learn how to invest. To figure out systems that feel uncomfortable for now, but will help you on the long run.

You need a reason strong enough to move through discomfort. That reason is always personal. Without a plan, financial independence remains abstract. With a plan, it becomes something you can actively build.





Confidence Toolkit

Practical tools to strengthen self-trust, visibility and leadership in moments that matter.

Train Your Confidence Like an Athlete. Confidence is not a personality trait. It is repetition under discomfort.

Elite performers don't wait to feel ready. They train before the spotlight. Here are your Sisterhood by Hustle & Heart Confidence Tips

1. The 60-Second Reset (Pre-Visibility Ritual)

Before a meeting, stage, pitch, or post:

- Stand up.
- Roll your shoulders back.
- Take one deep inhale through your nose.
- On the exhale, say silently: "I belong in this room."

Power posing has been linked to improved self-perception of confidence (Cuddy, 2012; though debated, embodiment research consistently supports posture affecting mindset). Your body informs your brain.

2. The "Evidence Over Emotion" Exercise

When self-doubt appears:

Write down:

- 3 proof points of your competence
- 1 challenge you've already overcome
- 1 skill you are actively building

This interrupts imposter thoughts and activates cognitive reframing. Research shows cognitive reframing reduces performance anxiety and improves confidence under pressure (Jamieson et al., 2013).

3. The Visibility Reframe

Instead of asking: "Will people judge me?"

Ask: "Who needs to hear this?"

This shifts the focus from ego to service.

Confidence grows when attention moves outward.

4. Micro-Bravery Challenge

Confidence compounds.

For 30 days:

- Post once a week
- Speak up once in meetings
- Ask one strategic question
- Make one bold ask

Confidence is built in reps, not revelations.

What would you attempt if confidence were not the obstacle?

THE MAIN CHARACTER

Interview with Onyema Onwuka
Sprekerscoach en Regisseur de nieuwe Leider

1. The theme of International Women's Day is "Give to Gain." How does that theme connect to your work around confidence and stepping into your own story?

The theme "Give to Gain" is interesting, because many people interpret it as: first you gain something, then you give. They think they need more money, more success or more knowledge before they can contribute. I don't believe that.

Even when you have very little, you still have something to give. You can give connection. You can give recognition. You can give love. You can give courage to someone else. I often hear people say: "When I become successful, I will give back." But if you cannot give when you have little, you will not suddenly start giving when you have more. Because giving is not a financial position. It is a mindset. At the same time, not everything that looks like giving actually is. Real giving doesn't start with generosity. It starts with dignity. You have to stand in yourself first. Because if you make yourself small, your giving isn't really giving. It's asking. When someone feels insecure or unworthy, what looks like generosity is often a request for something in return. Approval. Recognition. Validation. That is not giving. Real giving happens when you no longer need something back.

2 Becoming the Main Character – You speak about the "Main Character Method." What does it really mean for a woman to become the Main Character in her own life?

In my work as a speaker coach and event director, I see that confidence on stage has very little to do with techniques. It has everything to do with identity. When people hear "becoming the Main Character," they often think it means becoming more confident or stepping into your story. But it starts earlier than that. Before you can lead your story, you have to discover who you are without the roles that were written for you. From the moment we are born we are shaped by culture, expectations and personal experiences. We learn what a "good" mother is, what a "successful" entrepreneur looks like, and how we are supposed to behave in certain roles. But those definitions are not universal. What is considered a good mother in the Netherlands might be judged very differently in Nigeria, where my father is from. So the real question becomes: who are you beyond those expectations? When someone speaks from that place, their presence changes. Their voice, their body

"Before you can lead your story, you have to discover who you are without the roles that were written for you."

language, the way they take up space.

That authenticity creates magnetism, and that is when someone truly becomes the Main Character in their life, and often in their business and industry.

3 Confidence vs Performance – Many women perform confidence but don't feel it internally. What is the difference between real confidence and projected confidence?

Projected confidence is often a performance.

You say the right things. You stand straight. You have the right words. But real confidence comes from something else: knowing where you stand. And that's not just about your message. It's about the place you take in your life. It's something I teach my clients a lot, because it makes all the difference. When someone truly knows where they stand and what they stand for, their body language changes naturally. Their voice drops. Their words become simpler. They no longer need to prove themselves. I work with entrepreneurs on stage all the time, and you can see the difference immediately. One person tries to impress. The other speaks because it needs to be said. That is real confidence.

"One person tries to impress. The other speaks because it needs to be said."

4 The Identity Shift – Was there a moment in your life where you realized you had been playing a supporting role and decided to take the lead instead?

People often think there is one big moment when someone suddenly decides to take the lead in their life. In my experience it rarely works like that. Becoming the Main Character happens in many small moments. In micro-choices.



"The moment I took my own voice as seriously as my clients', everything changed."

The choice not to react in an argument because you refuse to give someone that power. The choice to walk outside into the sunlight instead of pushing yourself endlessly at work. The choice to listen to your own voice instead of other people's expectations. But there was also a visible turning point in my career. For years I helped other people shine on stage. As a director and speaker coach, I helped entrepreneurs grow their businesses and make serious money with their message. One day, one of my coaches, Simone Levie, who was also my client at the time, looked at me and said: "You are extraordinary at this. Why aren't you on stage yourself showing people how it's done?" That question changed something for me. From that moment on I started taking my own voice and my own message as seriously as I had always taken the voices of my clients. And my business grew tenfold.

5 Visibility & Self-Trust – How does building confidence change the way a woman shows up in rooms online and offline?

A woman who truly trusts herself has a certain calm. She doesn't need to prove that she belongs in a room. She knows. Because she belongs to herself. You can see it immediately. In the way someone speaks, in the way someone listens, in the way someone enters a room. There is a quiet certainty that changes the atmosphere. And online it works exactly the same way. You no longer share

because you feel the need to prove yourself. You share because you have something to say. That changes the game.

"When you belong to yourself, you stop trying to prove that you belong anywhere else."

6 Give to Gain – Confidence as Collective Power; How can women who feel secure in themselves use that inner confidence to create space for others?

Women who feel secure in themselves create space for others by not hiding who they are. They don't dim their light. They don't step back when it is time to step forward. They take the stage. When someone stands firmly in herself, something shifts in the room. She doesn't have to rescue everyone or coach everyone. Her presence alone creates permission for others to rise. It's about being an embodied example. I see this often in my programs. One person stands up, tells their story honestly, and the entire energy of the group changes. Courage spreads quickly.

"Courage is contagious."

7 One Mindset Shift – If every woman reading this magazine adopted one mindset shift this year to step more fully into her power, what would you recommend?

Stop waiting until you feel ready. Step into your position. Many people believe confidence must come first and that action follows. In reality, it works the other way around. Confidence grows because you stand up, you speak and you act. You don't have to be perfect. You have to start. But there is also an inner decision that happens before any action. Before you write the post, before you enter the room, before you step onto a stage, you decide: who am I here? What is the position I take in this room? No one has to give that to you. No one has to confirm it. You choose that position before you step into the light.

"Confidence doesn't come before action. It grows because you act."

Content is queen

An Interview by Germain Henriquez
Founder Wemessage Academy

1. The theme of International Women's Day is "Give to Gain." On a platform like LinkedIn, what does that mean to you in practice?

"For me, Give to Gain, means that visibility is not something you keep for yourself. It is a tool you use to open doors for others. When you build a name for yourself online, you create digital equity which is the reach and credibility you've built up. You shouldn't just sit on that power; you should share it. I saw this in practice with a female leader I coached. She was great at her job but stayed quiet online. Within a year of consistently sharing her insights on LinkedIn, she was recognized as an Influencer by LinkedIn and invited to join the LinkedIn Influencer Program. This didn't just help her career; it sent a powerful signal to other women in her circle that if she could do it, they could too. It inspired them to finally be seen and proved that their perspectives really mattered. Her success was the spark for our Content is Queen program. When you get the spotlight, you use it to shine a light on the people coming up behind you."

2. How has LinkedIn changed the way women can build influence without waiting for traditional gatekeepers?

"For a long time, sharing your ideas depended on access. You needed someone to give you a stage like a magazine editor or a boss. These are the gatekeepers who decided who got to speak. They exist in the media, but also inside organizations and industries where others often decide who gets to be the expert. LinkedIn changed that. Today, the stage is already there. You don't need a seat at their table; you can build your own table. This is huge because it helps close the self-promotion gap the fact that women and minorities are often less likely to shout about their work, even when they are doing a better job than men. Whether you are climbing the corporate ladder or building your own business, LinkedIn levels the field. It takes the focus off selling yourself and puts it on sharing your expertise. I experienced this myself as a man of color in a corporate world. LinkedIn became my way to skip the traditional gatekeepers and start building my own table."

3. Many women still feel uncomfortable showing up online. Why is digital visibility no longer optional for leaders?

"Because your influence stops where your visibility ends. You can be the most brilliant strategist or leader, but if nobody sees what you're doing, you can't make an impact. In today's world, quiet competence just doing your job and staying silent is a liability. When people hear your name, they search for you online. If they find nothing, they won't know what you stand for. This matters because gatekeepers in companies and markets still decide who gets the big opportunities. Research shows people trust a real person more than a corporate logo or a faceless brand. If you aren't visible, you leave a gap that others or biased systems will fill for you. You aren't just posting; you are claiming the space you deserve."

4. If you don't shape your story, someone else will shape it for you. What are the biggest mistakes professionals make when it comes to owning their narrative?

"The biggest mistake is the 'Silent Achiever' trap the idea that hard work will automatically be noticed. It won't. Another huge mistake is that people only work on their personal brand when they want a new job or a new client. But you wake up with your personal brand and you go to bed with it, whether you like it or not. It is something you build every day; you don't just build it and then break it down again because you've reached a goal. Another big mistake is treating LinkedIn like a digital CV just a list of old jobs. That only shows where you've been. Real influence comes when you share how you think; the lessons you've learned and why you make certain decisions. Your story isn't about your job title; it's about the ideas you bring to the table."

5. How can women use LinkedIn not only to grow themselves but to amplify others?

"Visibility on LinkedIn rarely grows alone; it is collective. Ideas move through networks, and when you engage with someone's perspective, you create a multiplier effect. A comment has at least 4x the value of a like because it tells the algorithm that this conversation is worth showing to more people. So women should move beyond just liking and start replying. In practice, this means: don't just hit the heart icon; add a thoughtful sentence that highlights why that person's expertise matters. More importantly, use your power to reach out. When you see a young professional or a starting entrepreneur visiting your profile, don't wait for them to reach out send them an invite first. You are the gatekeeper of your own digital space; opening that door personally can mean more to them than you think. This is how we support each other outside of traditional hierarchies."

6. If every woman reading this magazine decided to take one bold step on LinkedIn this month, what should it be?

"Share one post you've been holding back. Not because it's perfect, but because it might help someone else. Many people wait until their ideas are finished, but the best conversations start with a simple, raw thought. This is the heart of Content is Queen. Think of LinkedIn as a chessboard; your ideas are the pieces that move the game forward. One post can start a conversation or inspire someone who really needed to hear it. But it all starts with one move: deciding to share your voice and stopping the search for permission."

The moment you hit publish on your own terms, you are leading."

You don't need a seat at their table; you can build your own table.

One post can start a conversation or inspire someone who really needed to hear it



OUR STORY

How it all started

KAAI was founded in 2017 in Antwerp, Belgium, by Ine Verhaert and Helga Meersmans who set out to reimagine the perfect work-life bag for the eclectic woman with exquisite style standards.

Before, the duo spent a lot of time travelling around the world. Rushing from one meeting to the next during their corporate careers. Their main companions: a laptop, a mobile phone, lots of paperwork, and women's essentials, all stuffed into their handbags. Desperately looking for a stylish bag to complement their active lifestyles, they knew they could do better. So they got a handle (pun intended) on their idea: creating a new bag concept for women on the go. Capturing the ongoing energy of the city and the ever-moving water of Antwerp, KAAI (meaning 'the quay' in Dutch) symbolises the fluidity of modern women, going places.

By women for women
We take inspiration from the lives and desires of successful modern women. From in-depth interviews with active women, discussing their relationships with their bags we discovered that women are:

- irritated by the chaos in their fashionable but often impractical handbags,
- bored with the masculine looks of their workbags.

KAAI brings change by creating bags that are both functional and fashionable, feminine and fearless.

“
By women for women

We empower women to follow their ambitions. On their terms —without compromises.

sophisticated simplicity

”

Drawing inspiration from the colours and pure graphic lines of Art Deco, We reinterpret this era's timeless allure into magically modern, minimalist handbags with forever appeal. Both contemporary and utterly covetable, we design for a variety of occasions. From casual to formal, from day to night.



JOIN THE SISTERHOOD SUMMIT 2026

The first festival for women in business & leadership, where ambitious professionals and entrepreneurs grow, connect and rise together.



On June 19th, we gather in one of the most beautiful locations in Amsterdam at *the Botanic Garden*, for a full day designed to expand how you think, lead and move forward.

The Sisterhood Summit was created for a very specific kind of woman.

The woman who has already built something, a career, a business, a life that looks successful from the outside. But who knows she is not finished growing. Because growth rarely happens alone. It happens in rooms where conversations are deeper. Where ambition is normal. Where women speak openly about leadership, visibility, money, and impact.

This is not another networking event. It is a room intentionally built for women who are ready for their next level.

Who This Summit Is For

This Summit is for the woman who:

- Feels ready for her next career move or business chapter
- Wants to expand her network with powerful and generous women
- Is done playing small and wants to step into visible leadership
- Believes ambition and sisterhood can exist together
- Wants real conversations about money, confidence, leadership and impact

If that sounds like you, this room is already waiting for you.

What Makes This Different

Most events give inspiration. The Sisterhood Summit creates movement. Inside the room you will experience:

- Bold conversations with women shaping culture and business
- Practical insights on leadership, visibility and financial empowerment
- Real networking designed for connection, not small talk
- A room filled with ambitious women who support each other's growth

Because the truth is simple:
When women gather with intention, opportunity multiplies.



Special Invitation (for magazine readers)

To celebrate the launch of the Sisterhood Magazine for International Women's Day, we created a small gift for our readers.

International Women's Day Ticket Offer

Use the QR code below to access a special IWD ticket price for the Sisterhood Summit.

Regular ticket: €249 excl. VAT
Magazine reader price: €199 excl. VAT

Limited availability.
Because the right room
can change everything.

scan the QR code and use enter
discount code IWD26



How We Rise Together

Community accelerates results.

Research shows women with sponsors (not just mentors) are significantly more likely to advance to senior leadership roles (HBR, 2019; Catalyst, 2023).

The Sisterhood Business Club is not networking. It is structured acceleration.

1. Accountability Buddies

- Quarterly goal check-ins.
- Monthly micro-touchpoints.
- Radical honesty.
- Progress is tracked.
- Excuses are interrupted.

2. The Hot Seat Method

- One woman.
- One challenge.
- Collective intelligence.

You borrow 20 years of experience in 20 minutes.

3. Strategic Introductions

- We don't hoard access.
- We multiply it.

Rooms widen faster when names are spoken intentionally.

4. Public Celebration

- We normalize:
- Launches
- Raises
- Promotions
- Pivots

Visibility inside builds confidence outside.

5. The Rule

- We don't compete.
- We compound.

Leadership is not an individual sport. It is a relay. And in this Sisterhood, we pass the baton forward.

Together we can change the world

scan the QR code to become a member in 2027



01

Shenin Lebrun

"Leadership is about expanding it."



02

Amber Hulsman

"you cannot fully control how others interpret you."



03

Andoëlla Gans-Jaliens

"My ambition is not a threat, it is an asset."



04

Annette Bolder - Oorthuysen

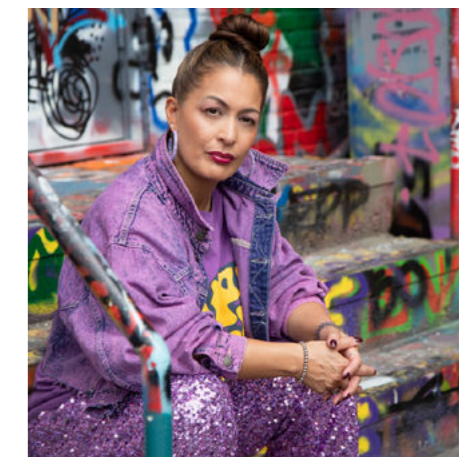
"Strength does not have to be loud and aggressive."



05

Cheryl Jager

"I don't build to impress. I build from a place of inner clarity and joy."



06

Debbie Tejares

"Being bicultural for me meant a sense of belonging."



07

Elodie Kona

"I want to Create space(s) in which the unspoken can breathe and heal."



08

Elvira D'agrella

"I am becoming a woman who fully trusts herself."



09

Eliane Mercuur

"I am becoming a woman who is learning to appreciate her authentic self and trusts that she will accomplish."



10

Justine Asante

"Clarity is kinder than constant accommodation."



11

Lizmarie Stanziola

"My empathy is not a weakness in spite of my career; it's been the engine of it."



12

Mona Baumgärtel

"I am becoming the person for myself that I already am for others: confident, considerate, and caring."



13

Geeta Toewar

"I'm becoming my authentic self after having lost myself."



14

Haydiên Nedd

"Letting go of the need to constantly adjust has been freeing."



15

Iris Kauffman

"showing your authentic you is the best branding there is."



16

Nastassja Wey-Drenthe

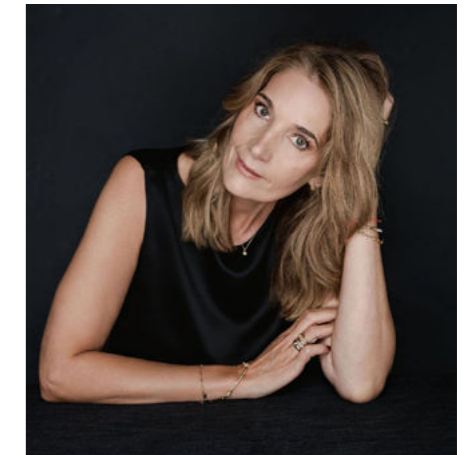
"I don't build to impress. I build from a place of inner clarity and joy."



17

Nkem Ijeh

"I had to release the idea that strength means self-abandonment."



18

Paula den Dunnen

"I no longer apologize for taking up space."



19

Phaedra Romney

"Visibility is not vanity.
It's how influence becomes possible."



20

Samira Avans

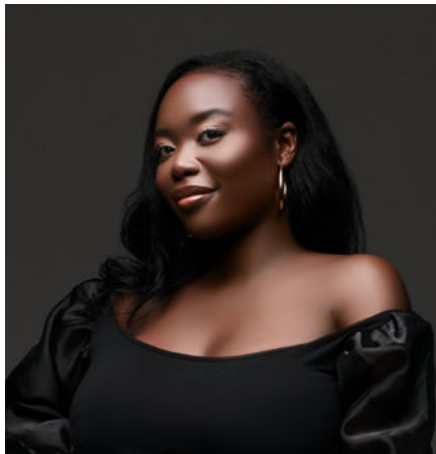
"I'm comfortable in being visible and have
some fun along the way."



21

Seema Bansropansingh

"My path may look unconventional, but it
is aligned and that is enough."



22

Vanessa Casimir

"Worth is not earned through
performance; it is embodied through
boundaries."



23

Wendy Ethard

"I thought I was late.
I'm just becoming."



24

Ylanga van der Geld

"I am no longer trying to mould and
restrict myself to fit in"

The Sisterhood Business Club

The Engine Behind the Movement

Inside the Hustle & Heart Leadership Lab

For many women, leadership growth doesn't fail because of ambition.

It fails because of infrastructure.

The skills required to lead today visibility, strategic networks, financial confidence, and self-trust are rarely taught inside organizations.

That is why Hustle & Heart was created.

Not as a traditional training company, but as a leadership lab for women ready to move forward intentionally.

Over the past years, Hustle & Heart has worked with companies such as Nike, PwC, Disney, ABN AMRO and Essilor Luxottica, helping professionals and leaders strengthen the capabilities that drive modern leadership:

- self trust
- visibility
- strategic networks
- and ownership of one's career path

The future of leadership will not be built alone.

It will be built in communities where women grow, learn and rise together.

Through workshops, leadership programs and communities like the Sisterhood Business Club, hundreds of women have developed the skills to step into larger rooms and stay there.

Because leadership is not only about climbing a ladder.

It is about building the mindset, strategy and network that allow you to keep growing.

And increasingly, women are choosing to build that growth intentionally.

Three Ways Women Grow Inside Hustle & Heart

1. Thrive Leadership Program

The THRIVE Leadership Program (6 months) is a multi-session leadership accelerator designed for women ready to expand their influence, confidence and career ownership.

Core focus areas include:

- Strategic visibility
- Sponsorship & networks
- Leadership confidence
- Navigating organizational dynamics
- Career ownership

Delivered by Hustle & Heart Consultancy for organizations committed to developing the next generation of female leaders.

Impact:

One year after the first cohort at EssilorLuxottica, participants shared how the program impacted their leadership, confidence and career trajectory.

The results reveal something important:

When women are given the right infrastructure, growth compounds.

Key Insight 1

89% of participants reported increased leadership confidence

Key Insight 2

32.5% moved into new roles or responsibilities

Key Insight 3

87.5% built sponsor, mentor or ally relationships that continue today.

Key Insight 4

100% would recommend the program to other women

Key Insight 5

Most applied leadership skills:

1. Advocating for myself /knowing my worth
2. Navigating corporate politics
3. Authentic & inclusive leadership
4. Personal brand building

2. Signature Workshops

Hustle & Heart workshops are delivered globally for companies that want to develop future female leaders.



Remarkable Me

Personal Branding & Strategic Visibility

A powerful session that helps women define their unique value and communicate their expertise with confidence.



The 3 C's to Career Success

Confidence · Connections · Communication

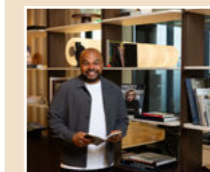
A practical framework showing how confidence, strong relationships and clear communication accelerate career growth.



Own the Red Dot

Speak with Clarity & Impact

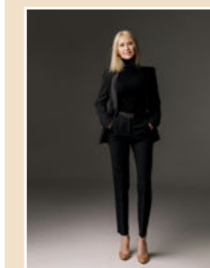
Inspired by the world's most powerful talks, this workshop teaches professionals how to structure ideas and communicate with authority.



Content is Queen

Thought Leadership on LinkedIn

Learn how to transform your expertise into visible thought leadership and expand your influence online.



The Power Play (Interactive board game)

Navigating the Unwritten Rules of Organizations

An interactive leadership game that reveals how influence, alliances and decision-making dynamics shape careers inside organizations.

3. The Hustle & Heart Academy Launching soon.

A digital learning platform for ambitious women who want to grow their leadership skills on their own terms.

The first course: The Climb

A leadership program built on 18 years of corporate leadership experience and real entrepreneurial lessons.

Inside The Climb women learn:

- how to navigate career growth strategically
- how to advocate for their value
- how to lead with confidence and clarity

Because leadership is not a title. It is a capability that can be trained.



KAAI
CARRY YOUR LIFE

No overproduction, no waste: your style, your impact

In a world drowning in fast fashion, KAAI stands as your conscious choice. We say no to overproduction, shredding and burning, opting for a sustainable model that reflects your values. Our limited batches and timeless colors mean every style stays in our collection until it's fully embraced by you.

HUSTLE & HEART
COMMUNITY & CONSULTANCY