



TRAIL GUIDES

**A support system for
women to grow and thrive
in their careers and lives**

OWNTRAIL.COM



PROGRAM OVERVIEW

Trail Guides is a cohort-based development program that helps women own their paths through life alongside a small, intentionally selected group. It's designed for women across roles and life stages to gain the tools, confidence and connection to boldly blaze their own trail in the workplace and beyond.

The need for connection

Women feel more confident and see more success across their personal and professional lives when they receive support and inspiration from others that share their identities and experiences.



MENTORSHIP MAKES A DIFFERENCE

Women are 24% less likely than men to get advice from senior leaders.

THE POWER OF CENTERED SPACES

Women with high centrality and close ties with female peers have 2.5 times higher job ranking than women without them.

ERGS AS CATALYSTS FOR CAREER DEVELOPMENT

High-performance organizations are 2.5x more likely to use ERGs as career advancement and leadership development vehicles.

Sources:

2019 LeanIn survey, 2019 Kellogg School of Management study, 2018 I4CP study

DATA + COMMUNITY

Trail Guides is fueled by the unique life paths found on OwnTrail. Women's trails are used to create connections, provide tools to reflect on where they've been, imagine the possibilities of where they could go, share their aspirations, and create new milestones.

A framework for growth

The Trail Guides experience is structured in four phases, each with a distinct intention, and the outcomes from one phase flow naturally into the next.

Participants spend one hour per week on a 'me' or 'we' activity, as they move through the 4-month program.



THROUGH TRAIL GUIDES, PARTICIPANTS WILL:

- Gain support to move from aspiration to action
- Free themselves from the limitations of “one right path” thinking
- Define/redefine their personal narrative
- Articulate and make progress toward their next milestones
- Connect with women with shared experiences and meaningful differences
- Build the awareness and skills to be confident leaders

CREATING SAFE SPACE TO SUCCEED

Trail Guides is a facilitated program to create space for each participant to give and get what she needs among a group of peers.

Program details

Trail Guides is low cost, big value. With an accessible monthly cost for a priceless experience, companies of all sizes are able to invest in the women on their teams by offering dynamic, personal programming. Ask your manager if reimbursement is possible for your participation!

\$320
per participant for
4-month cycle



EACH PARTICIPANT RECEIVES:

- Curated cohorts of 6-8 women, brought together through shared goals and meaningful diversity of backgrounds
- 4 months of Trail Guide programming
- 8 group activities, conducted over video calls
- 10 individual activities, completed on participants' own timeframe and shared with the group
- Access to Trail Guides Hub on owntrail.com
- Dedicated Slack channel for inter-cohort messaging

LET'S TALK TRAIL GUIDES

Email rebekah@owntrail.com for more information and questions.