

UPCOMING EVENTS

WE Lead Book Study: Part One

October 16, 2025

WE Lead Book Study: Part Two

October 28, 2025

Member's Monthly Meeting

November 6, 2025

WE Lead Book Study: Part Three

November 18, 2025

WE Lead Litchfield, SC

March 19-20, 2026



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LEADERSHIP ISN'T MASCULINE OR FEMININE

When Melanie Dulbecco became CEO of Torani Syrups 34 years ago, she stepped in as its first non-family leader with less than \$1 million in annual sales and an uncertain future. What happened next defied expectations. Under her leadership, Torani has averaged more than 20% annual growth year over year for three decades—doubling in size every few years. In 2024, the company reached \$500 million in sales and is on track to hit \$1 billion by 2030.

Dulbecco's unexpected success is attributable to her untraditional leadership style. She says, "Those financial numbers are the lagging indicators. The leading indicators have everything to do with the growth and development of our people."

Dulbecco's part of a growing wave of leaders embracing a more holistic model with the belief that the most effective leaders aren't defined by gendered traits—they draw from the full range of human strengths. By blending a wide range of "masculine" and "feminine" traits like care, vulnerability, confidence, and decisiveness, these leaders are building the most resilient, high-performing organizations today. [Continue reading...](#)

Meghan French Dunbar/Fast Company

WHY RADICAL CANDOUR IS MISSING FROM TODAY'S LEADERS, AND HOW TO FIX IT

Leadership today demands courage, not just in decision-making but in the conversations we have with those around us. Yet too often, senior leaders misinterpret what it means to be bold. We see directness without compassion. Feedback that stings but doesn't serve.

Take Amazon CEO Andy Jassy's internal memo earlier this year, a company-wide announcement on prioritising generative AI and scaling back corporate headcount. The message was clear and decisive. But the tone? Cold. Detached. What should have been a galvanising moment instead sparked disengagement and mistrust. This is a classic example of the misapplication of radical candour.

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Ian Doherty/European Business Review

KEEP A PROMISING CAREER ON TRACK & PREVENT DERAILMENT

Even leaders with impressive track records have weaknesses or knowledge gaps that, if left unaddressed, can truly wreck their careers.

Many high-performing executives manage to ignore their blind spots for awhile, as long as they continue to meet their business goals. Others rely heavily on a specific strength, but then find themselves lacking necessary leadership competencies when their work environment changes.

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George Hallenbeck, PhD/Center For Creative Leadership