



WOMEN WHO MEAN BUSINESS

Executive Leadership Program

FAQ

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What's included in the WWMB program price?

All programming, educational materials, access to accomplished speakers and instructors, and meals including a special off-site dinner with transportation and a graduation event are included.

Travel and lodging are additional costs not included in the program price. Participants will gain access to a discounted hotel room block close to the UT Austin campus.

What measurable outcomes should participants expect?

Women Who Mean Business (WWMB) is designed to deliver measurable professional and personal growth. At the beginning of the program, participants identify specific leadership and career goals, then regularly track their progress throughout the experience. Since the program's launch in 2020, 46% of participants have experienced a promotion, expanded leadership responsibilities, a career transition, or another significant professional advancement while enrolled.

Beyond career progression, participants build a powerful network that often becomes one of the program's most valuable assets. Each cohort develops meaningful relationships with 36-40 accomplished peers and engages directly with 18-20 proven business leaders through small-group discussions and networking experiences.

The learning doesn't end at graduation. Participants gain access to an active alumni network of more than 120 accomplished women leaders through our private LinkedIn community and annual WWMB Reunion. The program's impact is reflected in participant feedback, maintaining a remarkable 98% Net Promoter Score since its launch.

Who is the ideal WWMB program participant?

WWMB attracts accomplished, high-potential female leaders looking to increase their influence, expand their leadership capabilities, and accelerate their professional growth. Participants typically have 10-20+ years of professional experience and at least 2-5 years of leadership responsibility.

Our cohorts are intentionally curated to be cross-functional and cross-industry. Participants come from fields including technology, healthcare, finance, energy, education, entrepreneurship, nonprofit leadership, professional services, and the public sector. We believe some of the most valuable learning occurs when leaders gain exposure to perspectives beyond their own industry. What unites participants is not job title, but ambition, intellectual curiosity, and commitment to leading at a higher level.

How active is the alumni network after the program?

The alumni network is one of the program's most enduring sources of value. WWMB graduates remain highly engaged, coordinating regional gatherings, industry-specific connections, and virtual meetups. Many alumni continue to exchange referrals, share opportunities, seek advice, and make strategic introductions long after graduation.

The annual WWMB Reunion, produced by McCombs at UT Austin, was created in response to alumni demand. Offering a full day of continued learning, reconnection, and new speakers, the WWMB Reunion centers around a theme requested by graduates themselves. As the network continues to grow, graduates gain access to an increasingly influential community of women leaders across industries and career stages.

What ongoing access do graduates get to the UT Austin community, mentors, or industry leaders?

Participants gain direct access to an exceptional group of program instructors, guest speakers, and industry leaders who generously share both their expertise and personal experiences. Unlike many leadership programs where interaction is limited, WWMB is intentionally designed to foster authentic connections and meaningful dialogue. Graduates continue to benefit from relationships established during the program through alumni events, networking opportunities, and ongoing engagement with fellow participants.

WWMB graduates earn a McCombs School of Business certificate and a digital badge from the University of Texas to showcase their achievement. Graduates also earn 2 executive credits toward the Managerial Leadership Certificate offered by Texas Executive Education

and one-year paid membership to the Texas Exes Alumni Association. Additionally, WWMB graduates who wish to pursue an MBA degree after completion of the program may have their McCombs MBA application fee (\$200) waived.

What makes this program unique compared to other leadership or women's business programs?

WWMB is taught by proven leaders who have built companies, led organizations, navigated crises, managed teams, and made high-stakes decisions throughout their careers. Rather than focusing primarily on academic theories, the program emphasizes practical leadership lessons grounded in real-world experience.

Participants gain candid access to leaders who openly share both their successes and setbacks, providing actionable insights that can be immediately applied in the workplace. The result is a highly practical learning experience focused on helping participants become more effective, influential, and confident leaders.

What skills or experiences do participants gain from the program that they wouldn't get elsewhere?

Participants gain rare access to honest, unfiltered conversations with accomplished business leaders about the realities of leadership, career growth, decision-making, influence, resilience, and personal fulfillment.

Equally important, participants gain a structured opportunity for self-reflection and leadership development that many successful professionals rarely make time for. The combination of personal insight, practical leadership tools, peer learning, and direct access to proven leaders creates an experience that extends far beyond traditional professional development.

Curriculum is outlined by session on the [WWMB program website](#), including specific topics, skills, and a sample schedule.

What type of participant gets the highest ROI from the program?

WWMB is best suited for ambitious leaders who are ready to challenge themselves, expand their perspective, and take ownership of their professional growth. They arrive with a growth mindset, actively participate in discussions, complete assignments thoughtfully, and invest in building relationships with their cohort, speakers, and alumni they meet in the final session.

Are there any restrictions for businesses or organizations who want to participant?

Yes. To preserve the diversity of perspectives that make the learning experience so valuable, we limit participation to no more than four employees from the same organization per cohort.

We also require that participants from the same company do not have direct reporting relationships and represent different functions, departments, offices, or business units whenever possible. This structure creates a safe and confidential environment where participants feel comfortable discussing leadership challenges, career aspirations, organizational dynamics, and opportunities for growth. The result is richer peer learning, more candid conversations, and stronger cross-industry networking opportunities.

Is this program designed for corporate executives or entrepreneurs?

The program's founders and lead instructors bring both perspectives to the classroom. Gay Gaddis built T3 from a startup into the largest woman-owned independent advertising agency in the United States, leading the company for more than three decades. Lynn Utter has held senior executive and C-suite leadership positions at globally recognized organizations, including Coors Brewing Company, Knoll, and Frito-Lay. Together, they provide practical insights from both entrepreneurial and corporate leadership journeys. This dual perspective ensures that participants gain leadership tools and strategies that are relevant regardless of industry, organization size, or career path.

Will participants be required to complete homework?

Yes. Most sessions include assignments designed to help participants apply learnings directly to their professional and personal leadership goals. Unlike traditional academic coursework, these assignments are highly practical, reflective, and immediately actionable.

Participants are not graded and are often given flexibility in how they complete assignments. Activities may include leadership self-assessments, time and energy audits, strategic reflection exercises, selected readings, goal-setting frameworks, or applying concepts discussed in class to real workplace challenges.

The purpose of the homework is to move learning beyond the classroom and into daily practice. Participants frequently report that these assignments generate some of their most meaningful insights, helping them identify opportunities for growth, improve effectiveness, and create lasting behavioral change. Key takeaways and discoveries are shared within small groups, further enriching the learning experience and accountability among cohort members.