

The CCWomen Newsletter

THE CCWOMEN MONTHLY NEWSLETTER. BY WOMEN. FOR WOMEN AND ALLIES.

FEBRUARY 2023: FEATURED CONTENT



ON STORYTELLING

Connecting Your Story to Your Customer's Story: Lessons from Brittany Hodak



Hodak's CCW session "Creating Superfans: How to Turn Customers Into Lifelong Advocates" hinged on three central tenets: customer story, brand story, and the connection between them. Learn to use each tenet to make your customers your biggest fans.

BLACK HISTORY MONTH

5 of the Best Financial Literacy Podcasts by (and for) Black Women

Celebrate Black History Month with our list of 5 excellent financial literacy podcasts created by and for Black women. Find the perfect podcast to help you build wealth, no matter where you are in your career or financial journey.



NEWEST PODCAST

#13 HOW TO: INVEST, NEGOTIATE, AND MAKE MONEY MOVES with Nicole Kyle

Join CCWomen for this thrilling conversation with Nicole Kyle, a gender equity and financial education advocate. We cover why financial education is so important, building personal wealth, and the nuances of investment and negotiation. Don't miss it!

THIRSTY THURSDAYS.
ALL ABOUT WOMEN
IN THE WORKPLACE.
A CCWOMEN PODCAST.

FEBRUARY 2023: FEATURED CONTENT

Spotlight Feature:

HOW TO MITIGATE IMPLICIT BIAS: A TOOLKIT

Implicit biases are (mostly) unconscious assumptions about others that are based on internalized social conditioning. Whether you realize it or not, biased actions happen in the workplace all the time. In this toolkit, you'll learn how to mitigate bias in your organization and on a personal level using the following tools:



"Types of Bias" Outline

Printable Checklists



Reflective Small Group Exercises



Best Practices



...and so much more!

[Download the Toolkit](#)

MEMBER SHOUT-OUT

Judith (or "Judi") Platz is the Chief Customer Officer at Supportlogic. She spoke at CCW San Antonio, where she talked all about mentorship! Judi is a high performer, which makes her an excellent CCO. She's also a motivator, speaker, and author, which makes her an excellent mentor, and an obvious choice for the CCWomen Hall of Fame. She was inducted a few years back and has been such an incredible asset to our community since! We celebrate Judi for her excellence in the industry, but also her ability to lift up coming generations of women through mentorship and knowledge sharing. We love it #whenwomenwin!

[Connect with Judi](#)

FEBRUARY 2023: CCWOMEN UPDATES AND EVENTS

Get Involved



Speak at an event!



It's time to share your story. Join a panel of women on stage, engage in an interview-style fireside chat, or present on a topic that hits home for you.

COUNT ME IN!



Be featured on our podcast!



Interviews offer a more intimate setting for sharing your why, your how, and the hopes you have moving forward.

SIGN UP!



Up and Coming



CCWomen Hall of Fame



Each year, CCWomen honors standout women who are revolutionizing the customer contact industry, one woman at a time. Apply below to throw your name in the ring!

APPLY HERE!



CCWomen Summit, Las Vegas

Join us for our biggest event of the year-- the CCWomen Summit in Las Vegas! The Summit will convene on Monday, January 30, 2023.

REGISTER NOW!



connect with us

@CCWOMENSTRONG • WWW.CUSTOMERCONTACTWEEKDIGITAL.COM/CCWOMEN



Questions? Need more info? Contact Us! ccwomen@cmpteam.com