



RESEARCH, CURRICULA, & TRAINING
FOR DYNAMIC WOMEN LEADERS

Winner of a 2006 Coleman
Foundation Case Writing Award

2007 USASBE Case Presenter

HOT MOMMAS™ PROJECT CASE DESCRIPTIONS:

	OVERVIEW	AREAS COVERED	AVAILABLE FOR USE THIS SEMESTER	IN DEVELOPMENT
KATE	<i>Kate is an intrapreneur turned entrepreneur. What is the right business model for her new venture and family?</i>	Business model, service industry, idea to reality, flexible work model, raising small children		
SUSAN	<i>Susan is a news PR company founder who considers outsourcing her rigorous financial process in preparation for a baby.</i>	Finance, PR industry, management processes, flexible work model, new motherhood		
LAURA LEE	<i>Laura Lee left the Fortune 500s for her own purse design business with a marketing challenge and a 24/7 work schedule.</i>	Marketing strategy, retail, manufacturing, international, transition from Fortune 500, burnout		
KIMBERLY	<i>Kimberly runs two yoga studios and a successful clothing line. How can she hire to grow her business and avoid burnout?</i>	Management, yoga/health industry, adding product lines, burnout		
JOSH "COOL DADDY"	<i>Josh is a serial entrepreneur on his second business. He struggles with a large sales bid opportunity, and what his legacy will be.</i>	Sales, growth, product-oriented business, family business, customer relationships, negotiation		
JULIE	<i>Julie is a leading social entrepreneur making a huge impact. How can she balance giving back with family and finance?</i>	Social entrepreneurship, fundraising processes, personal career decisions, family		
MELINDA	<i>Melinda works for the Smithsonian and uses her competitive advantage to make her own rules for a win-win career/family.</i>	Making own rules, high-profile project management, nonprofit/govt, family		
JACKIE	<i>Jackie has built a multi-million dollar tech firm while raising a family. How did she do it and what is the next step?</i>	High growth, high tech, government contracting, minority business, raising children & business		

Note: All cases cover the following areas – Women's Leadership, scheduling and balance, helpful solutions for balance, personal achievement history and lessons learned. Consultations with the case author and Interactive exercises outside of the discussion questions are available for each case.



FAX BACK INFORMATION / ORDER FORM:

******Please fill out sections "A" and "B" and fax to 202.237.2858 or email HotMommas@VisionForward.com******

Hot Mommas cases are a useful way to integrate work/family and women's leadership discussions into a classroom or corporate environment. All prices and information listed below are for the academic market. To learn more, email Kathy Korman Frey at HotMommas@VisionForward.com or call 202.237.8000.

SECTION A

Name

University

Email

Phone

SECTION B – Check the appropriate boxes below

	<i>Please send me more information on this case</i>	<i>I would like to order this case</i>
KATE		
SUSAN		
LAURA LEE		
KIMBERLY		
JOSH "COOL DADDY"		
JULIE		
MELINDA		
JACKIE		

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