One of our most innovative offerings is the Key Women’s Leadership Forum. The purpose of the women’s forum is to elevate the careers and lives of executive women through the synergy and support of like-minded peers. The participants focus on aligning mind, body, spirit and career with what is purposeful for them.

Our Story
KA has worked with Fortune 500 companies, Inc. 500 winners and government entities. Locally, we have served as coaches and facilitators to some of Tampa Bay’s best CEOs. In that work, we noticed that the dynamic of “it’s lonely at the top” brought entrepreneurs together because they could receive unbiased feedback and ideas from peer CEOs who had no other vested interest in an outcome aside from wanting to share their knowledge and experience with others. Noticing that women in leadership roles experience the same feeling of isolation at times, we started the Key Women’s Leadership Forum in 2014.

Another dynamic that we address in our forums is how to handle the pressure to perform. In 2016, KA conducted a survey of executive women in Tampa Bay. In our survey, about 50% of our 105 female executive respondents reported that pressure to perform is the foremost or second most important challenge in their careers. Comments in the survey often reflected that women feel a greater need to prove themselves at work.

We now have multiple Key Women’s Leadership Forums running facilitated by the KA team of certified executive coaches and expert facilitators. Our vision is to be the executive women’s organization of choice for leadership development in Tampa Bay and beyond. Seeing the support our members receive from each other and

Mary Key, Ph.D., President

Key Associates, Inc.
Helping Leaders and Organizations Grow
how they have reinvented themselves brings meaning to their lives, and ours. Here are some of the program highlights:

- Peer coaching in a small group of other female executives and entrepreneurs
- Professional facilitation and support in a confidential setting
- Tools and strategies for success and fulfillment
- Monthly, half-day meetings with forum size of 8 - 12 women with quarterly individual coaching
- Annual Key Women’s Leadership Forum Retreat – a weekend away to spend together with your core Forum group

Milestones
KA has been featured in the Tampa Bay Business Journal and Dr. Mary Key, President, has been interviewed on Bloomberg TV, CNN and multiple media outlets around the country. Her blogs and articles have appeared in many publications and professional journals. Her most recent books include: CEO Road Rules and Rise: How Women Surface to the Top.

Here’s what some of our clients say:

“Being a part of the Forum has been a great way to get to know other women in leadership and form close relationships fast. The facilitation, introduction of tools, real-life discussions, and group problem solving are so helpful. Being able to candidly discuss and get feedback from other executive women in a confidential, secure environment is not easy to find.”

Kathy Killingsworth, VP, Governance, Compliance & Risk – Concerto, A DXC Company

“I’m excited about the Key Women’s Leadership Forum because it brings together like-minded women in leadership roles to share challenges and explore new possibilities. Our coaching work together has helped me grow as a leader and develop meaningful plans.”

Brooke Evans, CEO - CFO Alliance, Inc.