

WATCHEN NYANUE

I CHOOSE THE
LADDER

Expert Talent Management Strategist | Speaker | Facilitator

If you are happy working with your team, don't let them go. Instead - let them GROW.

My name is *Watchen Nyanue*. I am a marketing and business development executive and the Founder and CEO of I Choose the Ladder. During the past 15 years of working on the top of the ladder in Corporate America, I most recently was the Senior Vice President of Marketing Partnerships for the 2021 WNBA Champions, Chicago Sky. Before that time, I had the privilege to work with many renowned companies, including Comedy Central, Hearst Digital, Yahoo!, and Johnson Publishing Company.

As a Black immigrant woman escaping war in Liberia, I struggled while climbing the corporate ladder in America. I had moments of feeling as if I didn't fit in, and I was unmotivated and self-sabotaged. But by reaching this far, I learned how to encourage and cheer for myself. After 15 years of hard work and life-long lessons learned, I felt it was time to share all my knowledge and powerful message with other Black women who are now on the same path.

So I created I Choose the Ladder.

As a career development agency, we aim to bridge the gap between ambitious Black women who want to climb the corporate ladder and the corporations that understand how important it is for their culture and bottom line to attract and retain them. We help large corporations develop and retain their high performing talent, more specifically, Black female talent. We motivate them to continue to grow and learn while overcoming imposter syndrome, managing work/life balance and career progression, and so much more.

For the last several years after developing I Choose the Ladder, my team and I have helped hundreds of women achieve their prospective career paths by embracing their leadership skills. The outcome has been reduced employee turnover and the reduced cost of executive recruitment for the companies on one side, and happy and motivated employees on the other.

With our enthusiastic and energetic approach, I Choose the Ladder has helped global companies develop their next generation of leaders. Corporations like Nike, Wunderman Thompson, Best Buy, Weber Shandwick, Walgreens, and McDonald's have already chosen us.

Do you want to be the next one?



Watchen has been featured in:

Forbes

BLACK
ENTERPRISE

BET★

NECOLE

MADAM
NOIRE

rollingout

WVON
1690

NEW YORK
Amsterdam News

Watchen has shared her message with:



Expected Outcomes for Participants:

- ✔ Tangible actions to help companies create an environment that produces more engaged, productive and loyal employees
- ✔ Tangible actions to help employees better navigate and climb the corporate ladder to the job they want
- ✔ Companies are provided a blueprint to developing and retaining their high-performing Black female talent

Awards and Accolades:

- Chicago Business Journal Woman of Influence Honoree
- BET Phenomenal Woman Honoree
- Chicago Scholars 35 Under 35 Honoree
- WVON 40 Game Changers Under 40 Award

Signature Speaking Topics:

- Leadership
- Mentorship
- The Black Corporate Experience
- The Unwritten Rules of Corporate America
- The Great Reshuffle: Redefining the Corporate Dream
- People Proof Performance Reviews



"Watchen takes the ambiguity out of feedback and gives you a direct approach to get the clarity and input you need to power positive growth. #WatchenWisdom"

Lea Morrison

Global Marketing Director at Nike

"Watchen conducted the workshop for 53 minority women across the McDonald's system. Not only was the content very relevant and engaging, but Watchen provided actionable steps and a workbook to support the presentation. Following the conference, I received emails from the group thanking McDonald's for bringing a thoughtful and actionable solution as our staff starts to engage in these challenging conversations. Watchen helped to bust the myth around daunting performance reviews and year-end conversations."

Jazmine Hasty,

Brand Partnerships & Experiences Manager at McDonald's

"Our team found tremendous value from the session so we can't thank you and Watchen enough! Leaders commented that it was the highlight of their month and that they really looked forward to it. On the call, our CCO and Senior Director of Brand Comms commented that it was a 'perspective shifting' conversation."

Nubia Murray,

Director, Strategic Planning & Operations,
Global Impact Communications at McDonald's



Book Watchen Nyanue Today:

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watchen-nyanue