

Client CEO for a day
Title Blog Post
Name Rebecca Schmaeling
Date April 4, 2022



You Can't Be What You Can't See

"What do you want to be when you grow up?"

How many of us spent our childhoods answering this dreaded question?

My answer changed a lot as I grew up. Teacher. Nurse. Lawyer. My goals shifted as I learned more about myself and my passions.

I never thought about being a CEO, though.

It's not that I couldn't imagine myself in charge; when you're the oldest of four, you're always in charge. It just never felt like an option for me. I had seen men dressed in suits on TV, but I didn't have a name for what they did any more than I had an idea of what they spent their days doing. Could typing and talking on the phone all day really be a job? If so, it didn't sound very interesting to me.

Today, when I tell young girls that I'm a CEO, they have similar questions about what those three letters mean. And I'm more than happy to show them. I started *CEO for a Day* to bring girls into the corporate world from a young age because you can't be what you can't see. I imagine a world in which middle school girls play teacher and CEO, and all children dress their female dolls in suits and call them executives.

It won't be easy. As of 2020, there were "more S&P 500 CEOs named Michael or James than women chief executives." To change that, young girls need to picture themselves in executive roles before mounting societal pressure causes them to second guess themselves. By giving girls aged 9-15 the chance to shadow business executives, *CEO for a Day* is working toward that change, and we could use your help. If you are interested in hosting a *CEO for a Day* group in your corporate office, please fill out this form. Together, we can give girls another option for how to answer that dreaded question.

-Rebecca (*CEO of CEO for a Day*)