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LEADING WOMEN IN BUSINESS | LAS VEGAS



CHANGING THE WORLD, ONE LEADER AT A TIME

BOAR: A courageous community creating personal and professional greatness.

As CEO of BOAR, Virginia Knudsen helps leaders across generations advance their leadership skills. In the process, they become better equipped to fulfill their own potential and lead their companies to previously unachievable heights.

A personal and professional development community, BOAR focuses on the whole person and, by extension, their company. Knudsen and three partners founded BOAR in 2018 and within 18 months, it has grown to serve 140 community members.

In the community's BOAR Room, groups of highly successful businesspeople meet once a month to discuss ideas, work on communication skills, and brainstorm approaches to their companies' challenges and opportunities. BOAR's NextGen Evolution, meanwhile, is a 12-month curriculum-based, MBA-style program designed to bring out the best in the next generation of leaders.

Knudsen says the key is emotional intelligence (EQ).

"Studies show that EQ plays a bigger role in an individual's professional success than IQ," she says. "We're teaching evolving executives and managers how to understand, adapt, lead, and inspire more than five generations in the workforce today."

A Constellation of Business Stars

Community members who look closely at the BOAR logo stare into the face of a wild boar outlined in a constellation of stars.

It brings into focus an animal that exhibits the characteristics of great leaders, Knudsen explains. The boar is tenacious, passionate, fearless, and headstrong, symbolizing truth, courage, and confrontation. Its nature is to uncover what lies beneath the surface.

"We believe in curiosity, leaving judgement at the door, and having tough conversations when necessary," notes Knudsen. "It's not just about what's working and what's not; it's about giving people the tools they need to be successful."

The constellation, meanwhile, is the ideal metaphor for unlimited possibilities. BOAR is a place where expert coaches connect business leaders with emotional intelligence, the value of culture and leadership, and the importance of strategy and execution skills employed by the world's best leaders.

BOAR helps its members manage day-to-day issues both compassionately and effectively to achieve new company visions. The counsel of mastermind group colleagues makes it possible for executives, business owners, and CEOs to lead their companies to the next level. Many have doubled the size of their businesses in surprisingly brief timespans.

Knudsen emphasizes that the results flow from the "whole leader" focus. "BOAR executive coaches are teaching, practicing, and sharing best practices on how to learn and grow from both personal and professional standpoints, all with emotional intelligence as a foundation," she says.

"We started this company to change the dynamic of leadership, and we're changing the world, one leader at a time."

"We started BOAR to make a difference in the world—to create a ripple effect in leadership. We believe focusing on today's leaders and preparing the next generation of leaders creates the biggest ripple effect."

—Virginia Knudsen, CEO
BOAR

