

The 1st Women's Business Game

TheSWAGgame.com



Exciting, engaging and entertaining appropriately describes The SWAG Spirit ... With one assured step forward, **The Lady** visually embodies The SWAG Game.

WomenInBusiness.Org represents a celebration of SweetSuccess – leadership beyond the attainment of wealth, power, fame and the recognition of women role models.

The Lady icon exemplifies exuberance as she makes strides in her career or business endeavors. A confident swing of her handbag brings forth business and pleasure with a point. Who is **The Lady**? How does she play The Game? *Go Swag*

Who are the Swaggers?

Swaggers are all participants who are playing **The SWAG Game**.

The Lady is symbolic of the totality of all Swaggers in the United States. You will recognize **The Lady** persona when you collaborate, compete, play or cheer with other Swaggers on your preferred SWAG Team.

The Lady is your colleague, client, customer and/or friend.

Every Swagger's game play time, in the company of others or individually (24/7) - is uniquely personalized to fit their schedule requirements, leisure time, personality, enthusiasm and selected in-season SWAG interests.

Swaggers need not be present at the SWAG Finale to play or win The SWAG Game.

The Swagger Identity

The physical image of **The Lady** icon - above her waist - is purposefully not depicted. Figuratively viewed, each Swagger's own voice, countenance, talents, appearance, skills and ideas has several opportunities to be individually represented or displayed throughout seasonal participation in The SWAG Game. **The Lady** is also a captivating expression of the collective work-life (past and current) dreams, experiences, perceptions and identification on different levels, of all the participating Swaggers.

Why did you become a Swagger?

- as a way to win the authentic designer bag or other prizes
- to effectively connect with like-minded women in business
- a desire to have a flexible and sociable team experience
- purely for entertainment and enjoyment
- to get curated networking for your career or business
- collaboration while competing can be intriguing and rewarding
- to relax and de-stress cost efficiently at your own pace
- as a nod to your fashion and creative sensibilities