

BUSINESSWOMAN

Two Women Who Know – Partnering Creates *The Greater Possibility*

"Partnership is an essential area for personal, professional, and organizational development for women in the 21st century," declares Leah Antignas. "Learning to successfully and equitably share power and resources is the path for sustainable growth," adds Nika Quirk. The two should know. They have partnered to create *The Greater Possibility, LLC*, a successful East Bay consulting firm.

"Women naturally gravitate to working collectively; we help them take the next steps to imagine and develop effective strategies that get results," explains Antignas.

Antignas and Quirk admit that this shared perspective is part of what connected them from the moment they met in 2003. They both found success in corporate roles that emphasized strategic alliances, and noticed that they were part of a trend of newly self-employed women creating relationship-based business models.

In their first breakfast meeting, they discovered a common desire to build something bigger than either could create alone. A

month later, they began facilitating a series of "partnership salons," bringing into conversation diverse people seeking collaborative work to create change in the world. By the end of the year, those salons had inspired the development of their coaching and consulting company, created with partner Sterling Newberry, a certified facilitator and mediator.

When asked about their perspectives on partnership and alliances, Antignas and Quirk agree that partnerships can take many different forms. They note that often people believe they must create a company in order to get the full benefit of collaboration. Actually, these two women find that there's a lot of room for creativity in approaching the development of partnering relationships. They believe that customized models must be invented in order to meet the unique needs of today's women entrepreneurs.

Antignas and Quirk guide clients through a partnership development cycle that includes assessment, discovery, planning, development, and results tracking. "Whatever you desire and imagine, you can create," says Quirk. Antignas adds, "We believe that



Nika Quirk and Leah Antignas

'form follows function,' so the first step is to define what you hope to experience and achieve. Then develop the strategy and determine the structure that will best serve the collective goal." ❁

The Greater Possibility works with businesswomen who are eager to engage their fullest potential through partnerships that lead to greater visibility, affiliation, and success. For more information about The Greater Possibility's Partnership Development Program, call (888) 556-9614 or email info@thegreaterpossibility.com.