

FEI SFBA Women in Finance Meeting

Tuesday, August 6, 2019

5:30pm Networking
6pm - 7:30pm Speaker presentation and
interactive discussion

Location: Robert Half
50 California Street, 10th Floor, San Francisco

Heavy hors d'oeuvres and wine will be served



FEI SFBA's **Women in Finance** is a community for women finance professionals dedicated to promoting awareness of women in finance, providing a platform for knowledge sharing, education, networking, and mentorship and supporting and enabling the development and career advancement for women in finance by investing in themselves and others.

Join us to network with other accomplished women in finance and develop some new, lasting business relationships!



Our Featured Speaker:

Michelle DeBella
VP Finance Strategy,
Lyft

Discover your (S)Hero's Journey

Ever notice that many stories seem to have a similar pattern? There's always a protagonist who goes on an adventure, makes new friends, encounters roadblocks, fights a bad guy (girl), and returns home a changed person. In fact, this can be summed up in two words: **Hero's Journey**.

The Hero's Journey is a classic story structure that's shared by stories worldwide. Coined by academic Joseph Campbell in 1949, it refers to a wide-ranging category of tales in which a character (you!) ventures out to get what they need, faces adversity, and ultimately triumphs over adversity.

Michelle DeBella will share her (S)Hero's Journey. Unbeknownst to her, she found herself on a path of disruption, having to adopt and adapt to the challenges of work and personal life not of her making, and ultimately successfully determining her own destiny through self-discovery. A fascinating story not to be missed!