

THE INSPIRATION LAB

# Fact Sheet



A SOFT PLACE TO LAND AND A STRONG PLACE TO LAUNCH

# About

- The Inspiration Lab is a working women's membership group that fosters personal and professional growth and meaningful connections through coaching, networking events, workshops, and an annual conference.
- The Inspiration Lab was established in Wilmington, North Carolina, in September 2015 by Stephanie Lanier, a REALTOR® and the owner of Lanier Property Group, a seven-member boutique real estate firm that merged with Intracoastal Realty in February 2020.
- The idea for The Inspiration Lab stemmed from Stephanie's own experiences as a wife, mother, small business owner, and former clinical social worker. She saw a need to help working women identify ways to blend their work, family, and passions together. From this, The Inspiration Lab was born. The Inspiration Lab began with biannual luncheons hosted by Stephanie. In February 2018, the Lab transitioned into a membership community and grew significantly into what it is today – a 320+ member organization with a staff of three and a wide array of live and online programs where women can converse and support each other in a way that is real, transformative, and inspiring.
- The perspective Stephanie brings to The Inspiration Lab is unique as she is a business owner, wife, and mother whose son Oliver is medically fragile and has special needs. Oliver is a cancer survivor, has had major brain surgery, was life-flighted, and has had more hospitalizations and seizures than Stephanie can count.
- With Stephanie's family and work experiences, she is especially passionate about using The Inspiration Lab to encourage weary mothers who are also caregivers and to help family-owned businesses grow and flourish.



# Membership

- Membership is open to any woman who wants to live a better life from the inside out.
- Membership total as of March 2020 is 320 members.
- The majority of members are located in Wilmington, North Carolina, but there are numerous members who participate remotely. A dedicated chapter is being developed in Raleigh.
- There are two membership levels – Basic and Premium.
- A Basic Membership is \$15 per month and includes invitations to The Inspiration Lab's monthly meetups, various events, and private Facebook group.
- The Premium Membership is \$35 per month and includes the above aforementioned invitations, along with quarterly Banner Year Blueprint workshops and monthly group mentoring with Stephanie and industry experts.

# Programming

## Banner Year Blueprint

- Banner Year Blueprint (BYB) is The Inspiration Lab's signature program. This quarterly workshop is designed to help members set goals, stay on track, and give themselves grace when plans go awry.
- BYB workshops are held in January, April, July, and October of each year.
- Exclusive workbooks and worksheets are created for each session and encourage members to think deeply about where they've been and where they're going.
- The workshops are focused on goal setting and reflection, and each has a unique theme. This allows for a standalone experience, but the program works best when members commit to all four sessions.
- The workshops are led by Stephanie, who carefully curates materials that foster personal and professional growth.

## Small Business Squad

- The Small Business Squad is for Inspiration Lab members who own small businesses.
- Members are required to have an EIN to participate.
- The group meets 10 to 12 times a year to discuss business-related issues, read relevant books, and provide support for one another.

## Monthly Member Meetups

- Monthly networking and socializing events exclusively for members are held at various locales throughout Wilmington. All members are invited and encouraged to attend.

## Group Mentoring Zoom Calls with Stephanie

- Monthly calls with Stephanie are open to Premium Members only.

## Group Mentoring Zoom Calls with Guest Mentors

- Monthly calls with industry experts are open to Premium Members only. The guest experts provide inspiration and mentoring, in addition to discounts on products and services.

## Classes & Workshops

- Half-day and full-day classes and workshops are held at various times throughout the year on topics such as self-care, public speaking, parenting, and leadership.

## Annual Conference

- The Inspiration Lab is proud to host a yearly conference for members and the general public that showcases an extensive group of local, regional, and national speakers. The 2020 conference is scheduled to be held in November in Wilmington, North Carolina.

# Communication Tools

## Bimonthly Newsletter

- A collection of tips, resources, and personal stories to educate and inspire both Inspiration Lab members and newsletter subscribers.

## Member Directory

- A downloadable membership directory with names, emails, and companies so members can easily connect with one another.

## Resource Library

- An online library for members only that includes more than 20 workbooks, checklists, and videos.

## Members-Only Facebook Group

- A place for members to privately connect, share successes, and get support from fellow members.

# Team

- **Stephanie Lanier**, Founder
- **Lisa Barrett**, Membership Manager

# Contact

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