

Northwestern Mutual study shows majority of women equate happiness with success

#WomanWithAPlan project celebrates Women's History Month

MILWAUKEE, March 10, 2014 /PRNewswire/ -- A recent Northwestern Mutual study polled women across America and found that nearly 85 percent of women view being happy as an integral component of success. Those results are the cornerstone for the company's #WomanWithAPlan project which celebrates *Women's History Month* this March.

The initiative honors the achievements of ambitious women who have – and continue to – set and accomplish goals with passion and determination.

"Making a plan and working toward your goals gives you control over your destiny," said Kimberley Goode, a Northwestern Mutual vice president and mother of three. "A woman with a plan and discipline can achieve great things be it planning for a strong financial future or making career moves and other choices for her family." Northwestern Mutual celebrates these women and hopes to underscore the importance of having a plan to meet and exceed personal as well as professional goals at every life stage.

The campaign will highlight the success of inspiring women, such as:

Alison Levine - History-making adventurer who has scaled the highest peak on every continent and skied to both the North and South Poles.

Asha Dahya - TV show host and guest on Fox, MSN, TV Guide, ABC, MTV and Disney who took her passion to the next level by launching GirlTalkHQ.com.

Chantel Bonneau - Financial advisor who built a career around helping clients achieve their goals and often speaks to groups about the *power of planning*.

Kate Kane - First female president of the Northwestern Mutual Managing Directors Association.

Leah Hostalet - Woman who launched the *Find a Kidney Central* Facebook page and turned one Facebook status into 110 successful kidney transplants.

Pat Summitt - Coach who holds the most all-time wins in [NCAA](#) basketball history.

"Nothing can stop a woman with a plan," said Goode. "A plan serves as a blueprint for success and can provide meaning and purpose to everyday activities from the ordinary to the extraordinary."

Told through infographics and images including a unique #WomanWithAPlan hashtag, this celebration of women is an integrated social media effort across Facebook, Twitter and Pinterest. Posts highlight the stories and accomplishments of creative, ambitious and entrepreneurial women from all walks of life and all points of life's planning stages.

Contribute your story and learn more about #WomanWithAPlan by following Northwestern Mutual on [Facebook](#), [Twitter](#) and [Pinterest](#).

About the Research

Northwestern Mutual sponsored an online study to examine U.S. adults' perceptions of their personal, family, career and financial success. Independent research firm Harris Interactive, Inc. conducted the online survey between December 2 and December 17, 2013 via a systematic random sample of 1,513 U.S. adults. A subsample of 796 women naturally occurred within this total sample. Results were weighted as needed to parallel U.S. Census proportions for education, age, gender, race/ethnicity, region and household income. A full methodology is available on request.

About Northwestern Mutual

Northwestern Mutual has helped clients achieve financial security for 157 years. As a mutual company with \$1.5 trillion of life insurance protection in force, Northwestern Mutual has no shareholders. The company focuses solely and directly on its clients and seeks to deliver consistent and dependable value to them over time.

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