

*The greatest gifts in life  
are not purchased but  
acquired through hard work,  
determination and persistence...*

## 2004 Northeast Ohio Athena Recipient, **Rita Singh** unveils her journey to leadership to Athena finalists.



**Rita N. Singh**

As I speak from the core of my heart about my experiences and opportunities after accepting this great honor, I recall saying at the night of the award ceremony, that winning Athena honor is greater than winning Miss Universe because Athena recognizes the everlasting inner beauty of kindness, care and love we share with the mankind.

No words can express the gratitude I feel today towards all of you and especially for Inside Business for choosing me for this recognition. In my mind there are four thoughts to share with you in relation to: Athena Award, Athena Power Link, Athena Honor and Athena Recipient. You all have the same goal; to help others, but what makes you unique are the different ways you adopt to achieve those goals.

### **My perception and emphasis on the magnitude of Athena award.**

There is no other award like Athena; Athena is a lifetime achievement and International Award but it is being given to you right here in Cleveland, in your own home town. It creates a world of opportunity for you to touch someone anywhere in the universe.

### **Experience and opportunity of Athena Power Link.**

The ATHENA Foundation supports, develops and honors women leaders, inspiring women to achieve their full potential-creating balance in leadership worldwide.



In April 2005, I attended the Athena International Conference in Chicago. My friends, I was not only among one of the finest women of Northeast Ohio but I had the opportunity to meet, and be with the most successful women in the world, and hear about their struggles and challenges. So the opportunities are beyond boundaries and it takes you as far as you want to go. And that's where I have a vision to collaborate my efforts to take this idea to set-up Athena in India. And I have shared my thoughts with Martha Mertz, Founder of Athena. In near future, I will be working to finalize the details with her, and will seek support from each one of you to make this a reality. The moments I spent with world renowned Martha Mertz will remain a milestone in my journey.



**Rita N. Singh and Martha M. Mertz  
Founder of the Athena Foundation**

because you will indirectly be inspiring others to achieve the same results which you have been able to accomplish with your persistence in the pursuit of your goals.

### **How to capture and capitalize on the Athena Honor.**

Spread the word. Share your success story, because you will

### **Obligation & Accountability of Athena Recipients.**

By receiving this honor, not only the Inside Business, or Northeast Ohio has shown confidence in your abilities, but the rest of world is looking up to you. So, it is our responsibility to continue on the path of integrity and do not let any one deviate us from that mission. Collaborate and surround yourself with ethical people to make a difference in this world.

Work on Athena Leadership Model to achieve your mission:

- I claim my **Authentic Self**.  
(Having an inner clarity of purpose)
- I claim **Relationships**.  
(Accessing ways of knowing, inviting and embracing others)

- I claim **Giving Back**.  
(Committing to serve my colleagues, community and the world)
- I claim **Collaboration**.  
(Promoting a powerful belief in the potential of others)
- I claim **Courageous Acts**.  
(Standing firm in the midst of uncertainty)
- I claim **Learning**.  
(Carrying out the teacher-learner relationship)
- I claim **Fierce Advocacy**.  
(Creating an unstoppable force for good)
- I claim **Celebration and Joy**.  
(Recognizing the limitless possibilities of life)

Rita N. Singh is the founder, Managing Partner/CPA with S&A Consulting Group LLP, a management consulting firm providing services in Financial Management Consulting, Manufacturing Technology Management, Marketing and Strategic Business Consulting, Information Technology Consulting and Healthcare Management Consulting. Rita brings



extensive knowledge and skills in Financial Management, Operations Management and Marketing, with portfolio of numerous recognitions and is a recent recipient of Oscar Award-2005 Leading Lady of the Year. She can be reached at [rsingh@sa-consultinggroup.com](mailto:rsingh@sa-consultinggroup.com) or (216) 593-0050.



**Athena recipient from Shanghai, China.**



[www.sa-consultinggroup.com](http://www.sa-consultinggroup.com)  
[info@sa-consultinggroup.com](mailto:info@sa-consultinggroup.com)