




Women in Leadership: Advocating for Ourselves as Women Leaders

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WHERE SHOULD WE SPEND THE MOST TIME TODAY?

Understanding the research
about Women in Leadership

Understanding what's
preventing you from leading
more/bigger/better

Learning tricks to overcome
whatever is holding you
back

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THE RESEARCH



- Big Picture
- Career Advancement
- Leadership Maturity
- Leadership Responsibility
- Self-Initiation

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In which category did women score themselves the HIGHEST?

- Big Picture
- Career Advancement
- Leadership Maturity
- Leadership Responsibility
- Self-Initiation

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In which category did women score themselves the LOWEST?

- Big Picture
- Career Advancement
- Leadership Maturity
- Leadership Responsibility
- Self-Initiation

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THE RESEARCH: 5 THEMES OF CAREER SUCCESS



- 87% Big Picture
- 86% Leadership Responsibility
- 82% Leadership Maturity
- 77% Self-Initiation
- 74% Career Advancement

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THE DETAILS

- 89% Makes Connections
- 89% Embraces Diversity
- 88% Performance Focused
- 88% Collaborates
- 87% Leads Teams
- 87% Fosters Capability
- 85% Win-Win Approach
- 85% Cultivates Change

- 84% Vision
- 84% Self-Confidence
- 83% Clear Vision and Plan
- 82% Makes Strategic Choices
- 82% Deals with Ambiguity
- 80% Works Through Conflict
- 80% Acts With Intention

- 77% Navigating the System
- 76% Self-Promotion
- 74% Negotiation
- 59% Opting Out

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NAVIGATING THE SYSTEM



- Culture eats strategy for lunch.
- Don't be lunch.
- Get a mentor.

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MENTOR: YOUR SYSTEM NAVIGATION CO-PILOT

The best mentors...

Share their wisdom.

Connect you to others.

Act as a sounding board.

Push you to do new things.

Are there for you, not for themselves.

Intentionally help you build skills you need.



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ON SELF-PROMOTION



Yes, your achievements will speak for themselves...

...but only if you make sure people hear about them.

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ON NEGOTIATION



Bill Rates/Markups

Hourly Rates

Start Dates

...and a zillion other things

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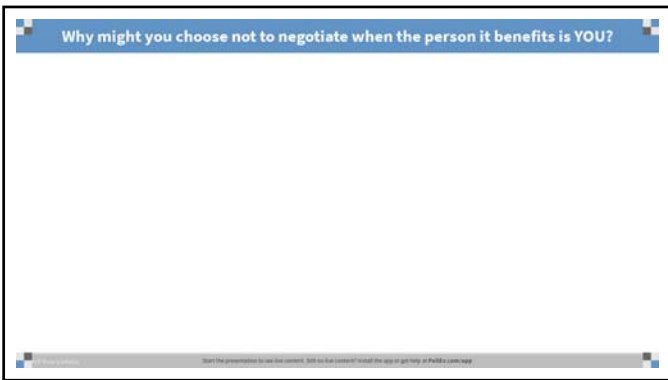
NEGOTIATION IS A TRANSFERRABLE SKILL

You've been negotiating on behalf of other people for a long time. You know how to do it. It's time to negotiate on your own behalf.



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Why might you choose not to negotiate when the person it benefits is YOU?




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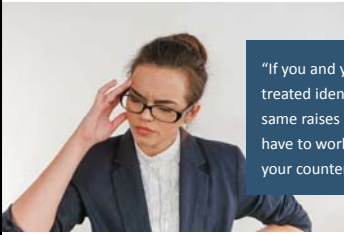
**PROFESSOR MARGARET A. NEALE:
STANFORD'S MBA PROGRAM**

"One of the things I ask my students is: If you think of a \$100,000 salary, and one person negotiates and gets \$107,000, and the other doesn't—what's the cost of that? In a simple-minded way, some people say, 'Is \$7,000 really worth risking my reputation over?' And I agree, \$7,000 may not be worth your reputation."



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WAIT... WHAT????



“If you and your counterpart who negotiated are treated identically by the company—you are given the same raises and promotions—35 years later, you will have to work **eight more years** to be as wealthy as your counterpart at retirement.”

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NEGOTIATION TIPS

- The best time to negotiate is NOW, when nothing is at stake.
- Remember, EVERYTHING is negotiable except for ethics and integrity.
- Prepare. Get clear on what's most important to you.
- Think like Wayne Gretzky: “You miss 100% of the shots you don't take.”
- Don't fear the ask.

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ON OPTING OUT...



“Women need to step up and embrace opportunities to lead.”
Debra Walton: Chief Content Officer, Thomson Reuters

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FROM THE SURVEY...

"My greatest barrier was myself, not knowing how to sell myself or the confidence to interpret my skills as beneficial to a new position."

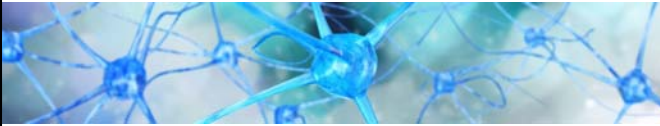


"It's all about believing in myself, finding the courage to keep my hand up, and gaining access to sponsors who will be advocates and will help me get my foot in the door."

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SOMATIC LITERACY



Your head will never be smarter than your gut.

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IS ANYONE HUNGRY?



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KNOW THIS. FEEL THIS. DO THIS.

Your head is in the HABIT of creating SFDs, and it's likely that you've been believing them.

Quit letting *who you were* talk you out of *who you are* becoming.

Keep changing, because you're becoming more of who you really are.

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QUICK CHANGE ACT!

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HUMAN REACTIONS TO CHANGE

What am I going to have to give up?

I don't have enough resources!

I feel exposed!

I need to return to my comfort zone ASAP!

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WHAT DO YOU WANT TO CHANGE?

The only way to evolve the system is to evolve the people in the system. It's not about changing **THEM**, it's about changing **YOU**. Nothing will change until you do. What are **YOU** committed to?



HERE'S MINE... WHAT'S YOURS?

"I am committed to standing in my greatness with grace."

Kelly Irons, CEO, developUs



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I am committed to...

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