



Women in Leadership

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Program Objectives (1 of 2)

- ✧ Learn about the history and current state of women leaders
- ✧ Understand and learn about the uniqueness of Women's Leadership styles
- ✧ Understand how to use your authentic style for success



Program Objectives (2 of 2)

- ✧ Learn and practice leadership
- ✧ Clarity on your leadership style and the needs of the job, how to fill the gaps and use your authentic assets



A Challenge

- ✧ Please Write a One Sentence Definition for Woman and a One Sentence Definition for Leadership.



Leadership Definitions (1 of 3)

- ✧ Leadership is organizing a group of people to achieve a common goal; an act or instance of leading; guidance
 - A leader is NOT always a ROLE or TITLE
 - Leadership is a process whereby an individual influences a group of individuals to achieve a common goal
 - A person who can visualize the future and get others to follow them there



Leadership Definitions (2 of 3)

- Making a difference and making positive changes
- Accountable to find potential in people and processes
- Create energy, motivation, and action in a group of people who have mutual values and goals



Leadership Definitions (3 of 3)

- Create good followers; not blind followers
- Sees around corners
- Change things for the better
- Creates vision and influences others toward that vision



Etymology (1 of 3)

- ✧ The word “leader” came from the Old English word, “læder.”
- ✧ In 1821, the words “leader” and “ship” were combined to mean “the position of a leader.”
- ✧ By the late 19th century, the word “leadership” extended to “characteristics necessary to be a leader.”



Etymology (2 of 3)

- ✧ The word "women" comes from Old English wimman (plural wimmen), literally "woman-man," alteration of wifman (plural wifmen), a compound of wif "woman" + man "human being" (in Old English used in reference to both sexes. Cf. Dutch vrouwmens "wife," literally "woman-man."



Etymology (3 of 3)

- ✧ The pronunciation of the singular altered in Middle English by the rounding influence of -w-; the plural retains the original vowel. Meaning "wife," now largely restricted to U.S. dialectal use, is attested from mid-15c. Women's liberation is attested from 1966; women's rights is from 1840, with an isolated example in 1630s.



Some Women Leaders



Some International Women Leaders (1 of 4)

- ❧ Benazir Bhutto
- ❧ Indira Gandhi
- ❧ Mother Theresa
- ❧ Golda Meir
- ❧ Queen Elizabeth
- ❧ Queen Victoria
- ❧ Margaret Thatcher
- ❧ Cleopatra
- ❧ Angela Merkel
- ❧ Julia Gillard
- ❧ CoCo Chanel
- ❧ Dilma Rousseff



Some United States Women Leaders (2 of 4)

- ✧ Eleanor Roosevelt
- ✧ Elizabeth Cady Stanton
- ✧ Georgia O'Keeffe
- ✧ Oprah
- ✧ Barbara Walters
- ✧ Grace Hopper
- ✧ Mary Todd Lincoln
- ✧ Clare Boothe Luce
- ✧ Marian Anderson
- ✧ Harriet Beecher Stowe



Some United States Women Leaders (3 of 4)

❧ Harriet Tubman

❧ May West

❧ Rosa Parks

❧ Clara Barton

❧ Calamity Jane

❧ Abigail Smith
Adams

❧ Louisa May
Alcott

❧ Hilary Clinton

❧ Meg Whitman

❧ Carol Bartz

❧ Ursula Burns



Some Women Leaders (4 of 4)

- ✧ What do they have in common?
- ✧ How do they differ?
- ✧ How do they inspire you?



What Leadership is NOT...

- ✧ although may still require
 - Management
 - Followers
 - Coaching
 - Mentoring
 - Being an Expert
 - Therapy



Women and Leadership

Description (1 of 3)

- ❧ Be inspired and motivated by the lessons of women
- ❧ Be aware of who you authentically are as a leader (strengths, challenges, passions, gaps)
- ❧ Know your leadership growth path/trajectory



Women and Leadership

Description (2 of 3)

- ✧ Know how to move forward on your path
- ✧ You are responsible for own success
- ✧ Be aware of the leadership needs of your current job, organization, industry and external factors
- ✧ Learn the top assets and liabilities of women leaders



Women and Leadership

Description (3 of 3)

- Note:
 - The lessons and skills in this workshop are applicable to men and women and are transferable to non-business settings. However the primary focus is on USA women in business.



Positive Attributes of Leadership Style

- ❧ Collaborative
- ❧ Resilient
- ❧ Mothering
- ❧ Nurturing
- ❧ Strong Ethic
- ❧ Persistent
- ❧ Well Organized
- ❧ Team Oriented
- ❧ Collaborative
- ❧ Friendly
- ❧ Quietly Effective
- ❧ Peacekeeping
- ❧ Loyal
- ❧ Modest



Negative Labels Given to Women Leaders

- ❧ Bitch
- ❧ Manipulative
- ❧ Gossipy
- ❧ Kiss ass
- ❧ Controlling
- ❧ Ice Queen
- ❧ Emotional
- ❧ Emasculating
- ❧ Weak
- ❧ Wishy-Washy



Reasons to NOT Lead (1 of 3)

- ✧ Don't have the skills
- ✧ Fully committed elsewhere
- ✧ Fear
- ✧ Lack of confidence



Reasons to NOT Lead (2 of 3)

- ✧ Already committed as a leader elsewhere
- ✧ Believe others better suited for job
- ✧ Decided it is time to let someone else take the lead
- ✧ Not interested in reaching out to people in a particular way



Reasons to NOT Lead (3 of 3)

- ❧ Organizational issues
- ❧ Unreasonable level of support, resources, or schedule
- ❧ Leadership is not needed, management is what is needed
- ❧ Would rather be a follower



USA Workplace Statistics



USA Workplace Statistics

- ❧ Women earn less than men
- ❧ Women have a higher level of education than men
- ❧ Women participate almost equally in the workforce as men
- ❧ Women-owned businesses are thriving
- ❧ Very few women are at the top of F500 companies



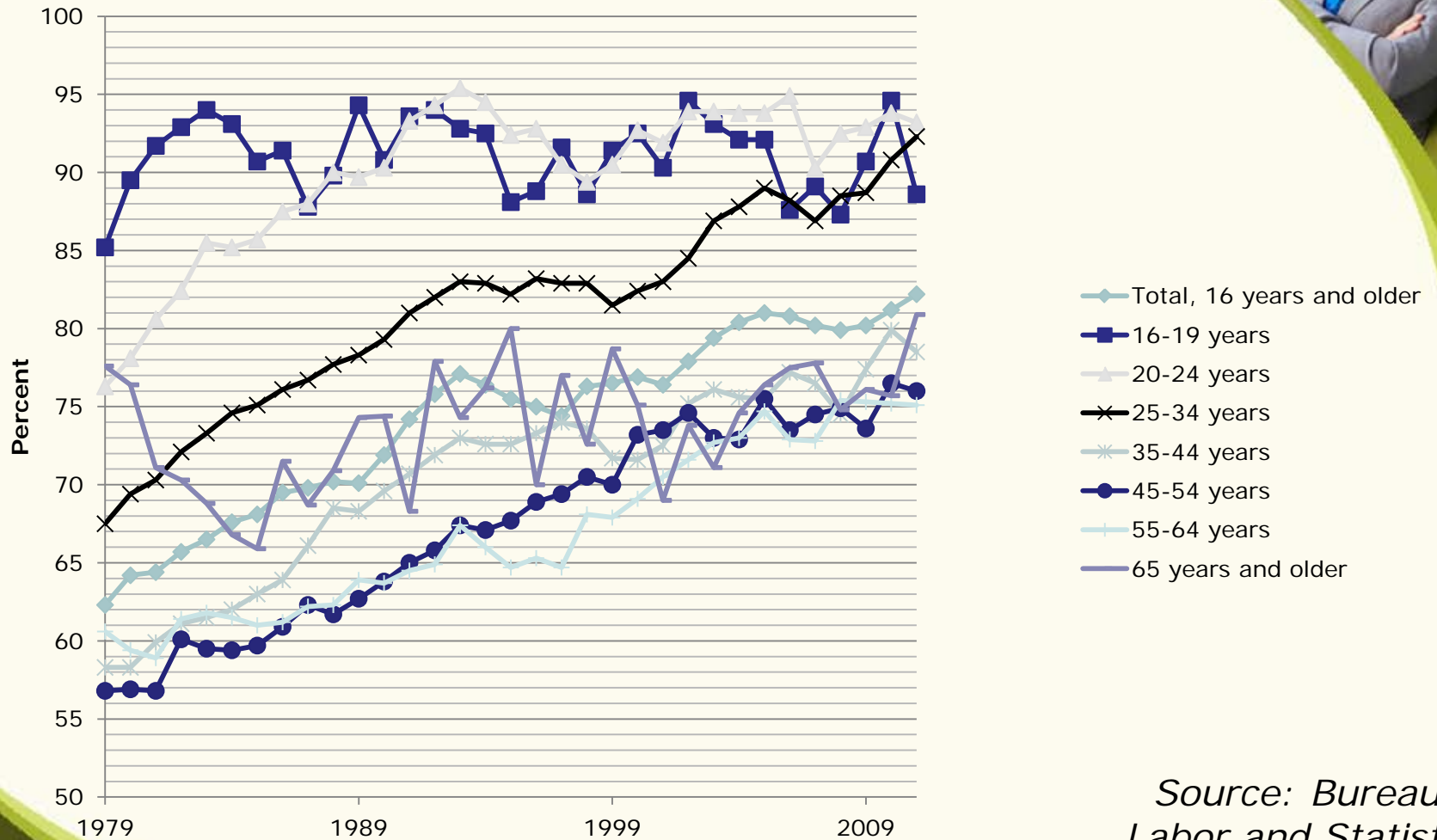
Women's Earning (1 of 4)

- ❧ Average women earn 81 cents for every dollar a man earns
 - Varies by age, race, and occupation
- ❧ Women = 47% of Workforce
 - 73% fulltime, 27% part time
- ❧ Dramatic increase
 - 1950's 30%
 - Today 47%

*Source: Bureau of
Labor and Statistics*

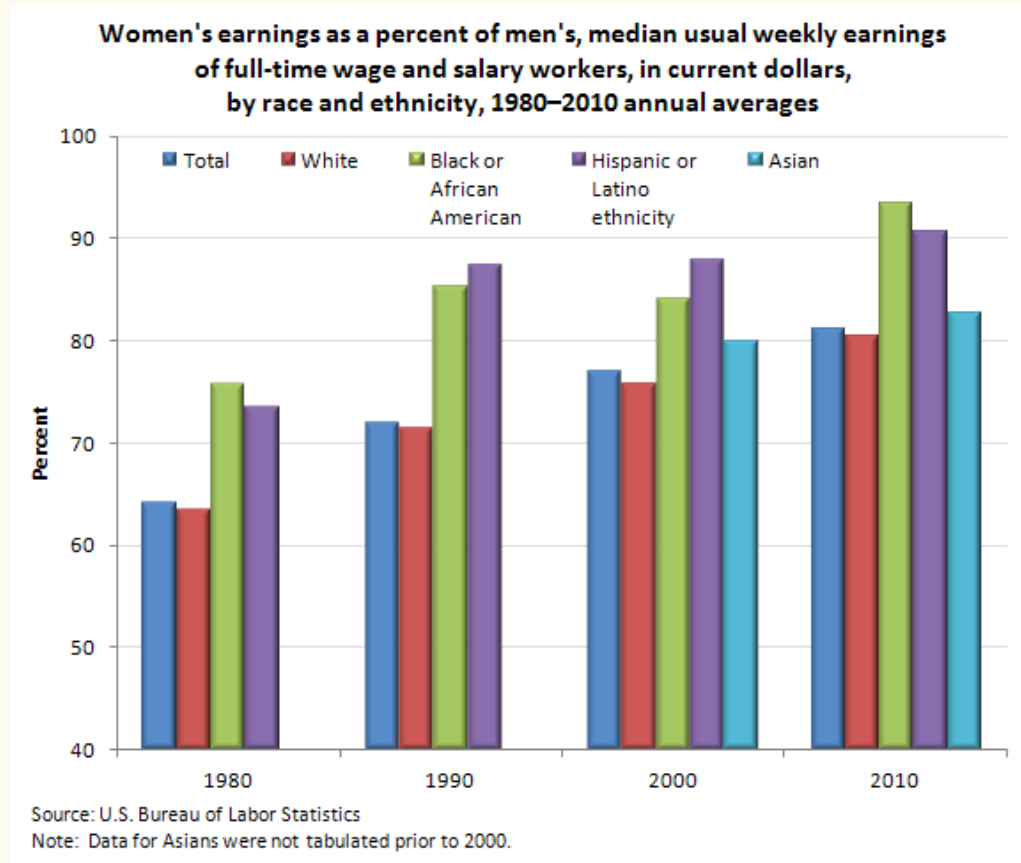


Women's Earning: Age (2 of 4)



Source: Bureau of Labor and Statistics

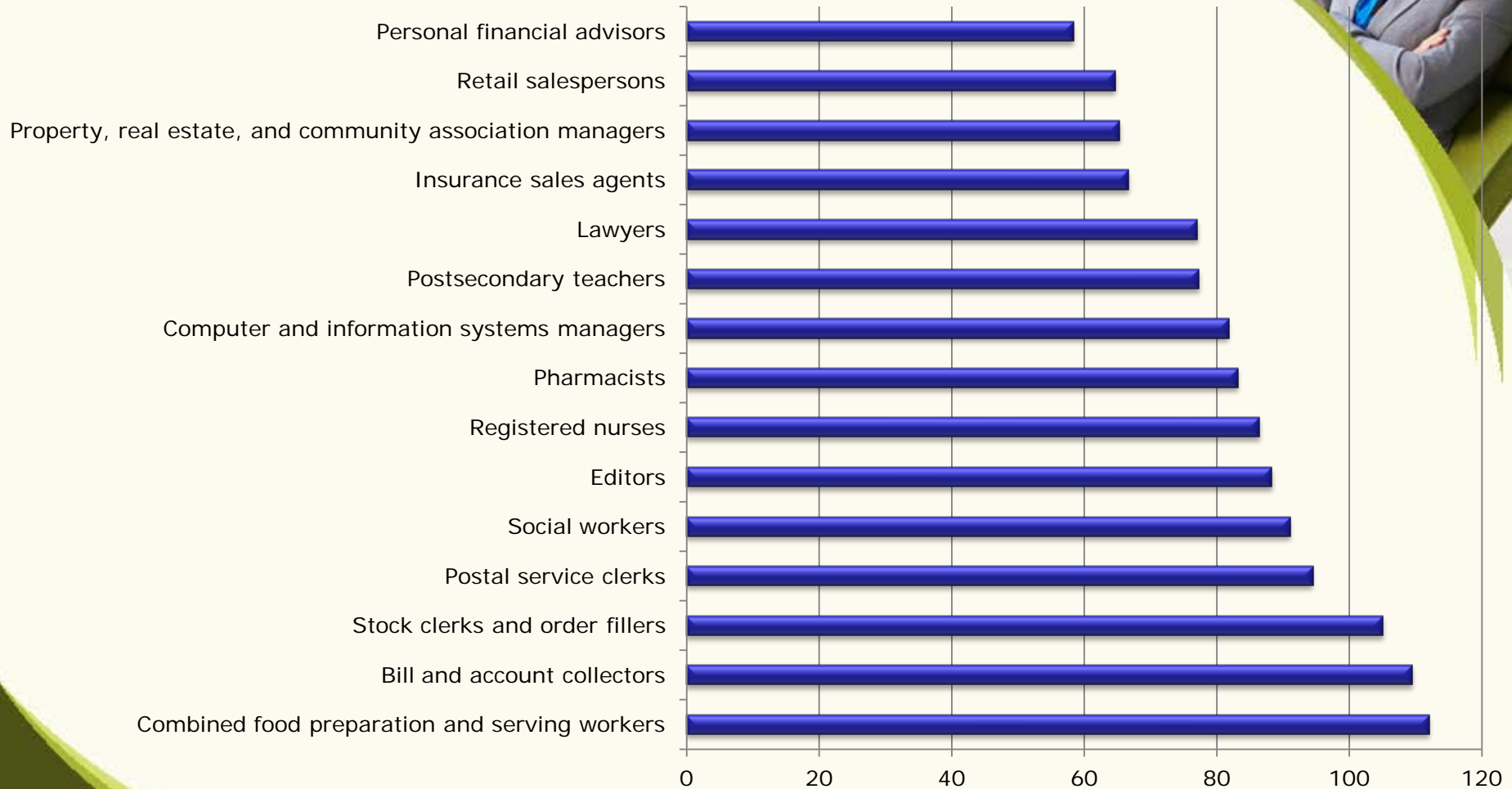
Women's Earning: Race (3 of 4)



Source: Bureau of Labor and Statistics

Women's Earning Occupation

(4 of 4)



Women's pay as a % of men's pay

Source: Bureau of
Labor and Statistics

USA Women Owned Businesses

- ✧ 10.1 million firms are owned by women
- ✧ Employ more than 13 million people
- ✧ Employ 35% more people than ALL Fortune 500 companies combined



USA Women Owned Businesses

- ✧ Generate \$1.9 trillion in sales as of 2008
- ✧ 1.9 million firms are majority-owned by women of color in the U.S.
- ✧ 40% of all privately held firms.



USA Women Owned Businesses

- ✧ 3% of all women-owned firms have revenues of \$1 million or more compared with 6% of men-owned firms.
- ✧ One in five firms with revenue of \$1 million or more
 - Source: Bureau of Labor and Statistics



Women at the Top of Corporate USA in 2011

- ❧ US Women CEOs:
 - 4.2% F500 (21 women)
 - Half became CEOs between 2011-2012
 - 4.0% F100
- ❧ F500 Executive officers – 14.1 %
- ❧ F500 Board seats – 16.1 %



Women CEOs

- ✧ Average salaries
 - Male: \$11.0M
 - Female: \$3.8M
- ✧ 80% of women and 80% female CEOs have children (US)
- ✧ % female CEOs
 - Worldwide 9%
 - US 6%
 - Australia 30%



Advice and Messages from Women CEOs

- ❧ Once power was considered a masculine attribute. In fact, power has no sex.
 - Katherine Graham, Washington Post
- ❧ Passion is a gender-neutralizing force.
 - Marissa Mayer, Yahoo
- ❧ Someone once told me that growth and comfort do not coexist.
 - Ginny Rometty, IBM

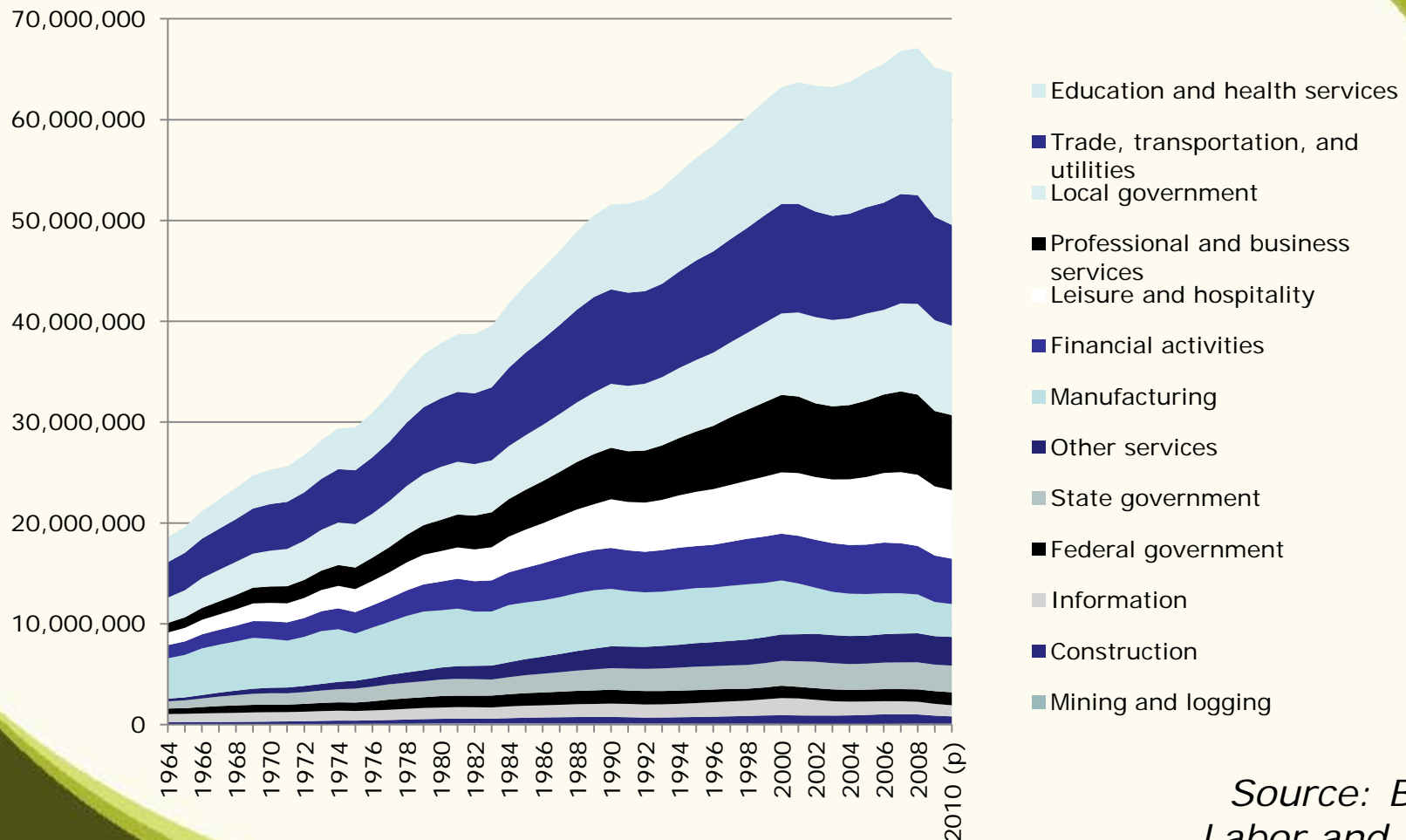


Pink Collar

- ❧ Work considered to be stereotypically “women’s” work
 - Teachers, servers, nurses
 - Traditionally less pay
- ❧ Pink Ghetto – an industry dominated by women
- ❧ Glass Ceiling – The highest level of achievement a woman can reach on a corporate ladder



Employment of Women by Industry



Source: Bureau of Labor and Statistics

Mommy Track

- ❧ Term made popular in the 80's
- ❧ A woman with children gives up 21 to 33 percent of her lifetime earnings
- ❧ Ten years after having children, a highly skilled woman with children remains at a pay level 24% lower than non-mothers even when time out of the workforce is taken into account



Work Place Statistic

- ✧ Facts and knowledge about your industry and rights is key to:
 - You career
 - Negotiating salary, title, benefits
 - Business



Work Place Statistic

✧ Learn about the history, facts, current state and future of your industry and job.

- Old: Record/CD/DVD industry, switchboard operators, secretaries
- New: App developers, data/info miner, Social media manager



Work Place Discussion

- ❧ Does having children change a women's leadership style? If so, How?
- ❧ How do successful women leaders manage raising children and leading?
- ❧ Do women leaders in male oriented industries lead differently? How?
- ❧ How do women leaders in a pink collar industry lead? How?



Communication is the Language of Leaders

- ❧ Change happens by listening and then starting a dialogue with the people who are doing something you don't believe is right.

» Jane Goodall

- ❧ I wasn't a great communicator, but I communicated great things.

» Ronald Reagan



Communication is the Language of Leaders

- ❧ A leader takes people where they want to go. A great leader takes people where they don't necessarily want to go, but ought to be.

» Rosalyn Carter

- ❧ We have too many high sounding words, and too few actions that correspond with them.

» Abigail Adams



Communication is the Language of Leaders

- ❧ The single biggest problem in communication is the illusion that it has taken place.

» George Bernard Shaw



Communication is the Language of Leaders

- ✧ Developing excellent communication skills is absolutely essential to effective leadership. The leader must be able to share knowledge and ideas to transmit a sense of urgency and enthusiasm to others. If a leader can't get a message across clearly and motivate others to act on it, then having a message doesn't even matter.

» Gilbert Amelio



Women's Communication Style



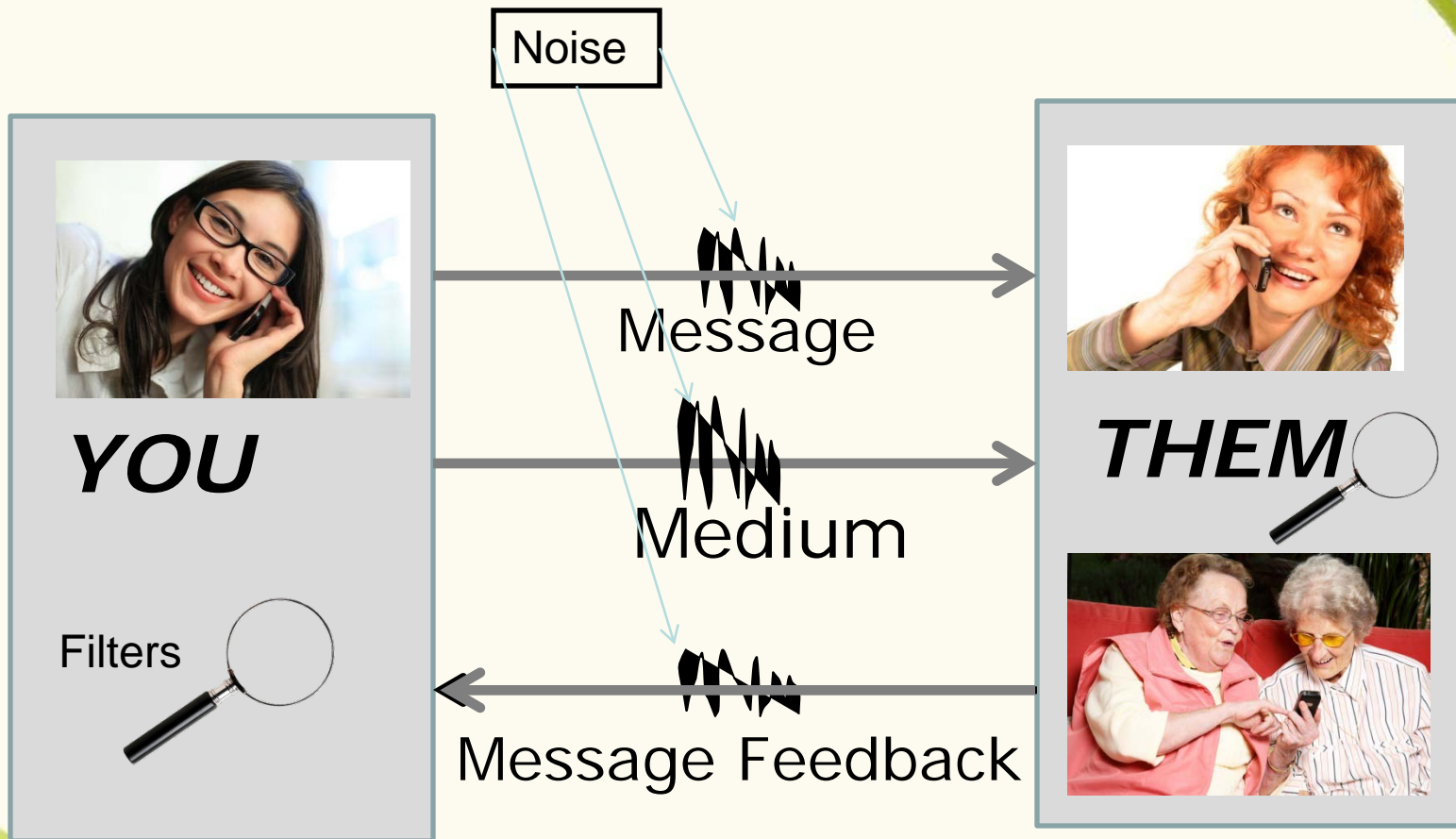
Women's Communication Style

- ❧ Learn the three keys to powerful communication
- ❧ Clarity
- ❧ Persuasiveness
- ❧ Memorability

– Example: “We will unite and not diminish ourselves as women in the workplace.” ~ Charlotte Beers



Communication Definition



MEDIUM	EXAMPLES of MEDIUM
1. FACE to FACE	One to One Meetings Workshop SKPE YouTube Television Presentation DVD
2. VOICE	Phone Radio Conference Call Audio Podcast CD
3. WORDS	Report Email Text messaging Twitter Blog Book Discussions eBook Letter Post-it

Deciding on a Medium (1 of 3)

- ❧ Is it a complex or emotional message?
- ❧ Who is your audience?
- ❧ What technology will/can they use?
- ❧ Is the communication urgent?
- ❧ What is the goal of the communication?



Deciding on a Medium (2 of 3)

- ❧ Build relationships
- ❧ Establish trust
- ❧ Give or get information
- ❧ Create new ideas
- ❧ Create collaboration
- ❧ Resolve problems/conflicts
- ❧ Set expectations



Deciding on a Medium (3 of 3)

- ❧ Which Medium (Face to Face, Voice or Words) for your desired outcome is:
 - Most clear and concise?
 - Most memorable?
 - Most persuasive?
- ❧ Maybe multiple media
- ❧ Remember the communication tool (email, phone, text) is NOT the message



Communication Key

#1 - Clarity

- ✧ Is your message clear?
 - Thoughts
 - Aligned Vocal, Visual, Words
 - Optimal medium for the message
 - Concise



Communication Key

#1 - Clarity

- ❧ What is the desired outcome?
- ❧ Do you understand the other point of view?
- ❧ Do you know the boundaries and limits of your audience and self?



Clarity Communication

Alignment of 4 Parts

- ✧ #1 = Thoughts, Intentions, Beliefs, Values
- ✧ #2 = Visual = 55 % Body language, dress, facial expressions, gestures, behaviors
- ✧ #3 = Vocal = 38% Tone, Volume, Emphasis, Pitch, Pace
- ✧ #4 = Words = 7 % Vocabulary, Grammar, Accent, Sentence Structure



Thoughts
Intentions
Beliefs &
Values



#1 = Thoughts, Intentions, Beliefs, Values (1 of 2)

- ✧ What do you see?
 - (don't share)



#1 = Thoughts, Intentions, Beliefs, Values (2 of 2)



#1 = Thoughts, Intentions, Beliefs, Values

- ✧ If you have seen these images before, please don't share
- ✧ What did you see first on the previous slide?
 - Evil or Good?
 - An old women or young women?



#1 = Thoughts, Intentions, Beliefs, Values

- ❧ Did you see both images?
- ❧ How might your beliefs and assumptions shape your communication?



#2 = Visual Do's (1 of 3)

✧ How you are perceived

✧ Body Language

- Posture
- Gesture

✧ Your Appearance

- Hair
- Makeup
- Dress



#2 = Visual Do's (2 of 3)

- ✧ What message are you communicating before you say a word?
- ✧ Align visual with overall message
 - Dress and makeup
 - Body language



#2 = Visual Do's (3 of 3)

- ✧ Be calm, confident, and relaxed
- ✧ Connect to the receiver
- ✧ Adapt to the receiver
- ✧ Use metaphors/examples/stories
- ✧ Practice



	Dream/Plan/Act Big		Plan and Act Small
	Build Relationships		Just do the Job
	Big Flirt		Too Serious
	Everything's Perfect		Good Enough
	Asks for Help		
	Always Doing		Always Thinking
	Teamwork		Individual
	Nice/Pleasing All		Self-Centered
	Avoids Conflict		Seeks out Conflict
	Speaks Up		Never Speaks Up
	Takes all Personally		Nothing is Personal
	Confident		
	Claims Authority/Visible		Hides Behind the Scenes
	Negotiates for self		Never Negotiates
	Promotes self		Waits for Recognition
	Always Delegates		Never Delegates
	Networks		Doesn't Network
	Mentors and has Mentors		Doesn't Mentor or have one
	Takes care of self		Takes care of others
	Asks		Tells

Build Relationships vs. Just Do the Job



