Women’s Leadership: Competence & Confidence
Agenda

- Introduction/Overview
- Facts, Issues & Trends
- Self Assessment
- Key Attributes for Women Leaders
- Closing/Action Plan
Learning Objectives

After completing this training, you will be able to:

• Explain the realities that women face in the workplace
• Describe how the key attributes women exhibit can be an asset in leadership
• Employ what you have learned to become a more confident and competent leader
History/Re-fresher

• Susan B. Anthony and Elizabeth Cady Stanton
  – Women’s right to vote

• Betty Friedan and Gloria Steinem
  – Expanded women's role in society

• Hillary Clinton, Oprah, Sarah Palin…..

Who else would you add?
Facts

• Women in stressful jobs have a 40% increased risk of heart disease and 60% increased risk of diabetes

• In the last 30 years as women’s role has expanded, self reported stress is up 18%
  – Women Executive Officers in the Fortune 500:
    • 2009: 13.5%
    • 2010: 14.4%
    • 2011: 14.1%
    • 2012: 14.3%
    • 2013: 14.6
  – Women are projected to account for 51 percent of the increase in total labor force growth between 2008 and 2018.
Top Issues

• Pay Inequity
  – Women are better educated (60% college educated) and paid 23% less than men
  – One reason is career choice… i.e.: social work, teaching/educational administration, nursing/healthcare, administrative assistant, retail

• Assertive vs. Aggressive Dilemma

• Limited CEO visibility
  – Women currently hold the top job at 4.6% of Fortune 500 companies and the same percentage at Fortune 1000 companies
  – Female CEOs of Fortune 500 companies (2016) – Ursula Burns at Xerox, Indra Noovi at PepsiCo, Mary Bara at General Motors, Meg Whitman at Hewlett-Packard, Virginia Rometty at IBM and Marilyn Hewson at Lockheed Martin
  – 20% of Congress is female
More Issues

• Women as networkers
  – Women are social networkers/Men are transactional

• House work still needs to be tended to

• Mixed feelings as a “MOM” and or a “WIFE”

• Among parents, women are much more likely than men to experience family-related career interruptions

• Asking tough questions
  – Where do I want to end up?
  – How can I get there?
  – What’s holding me back?
Trends

• More women leaders expected in the future (and wanted!)
• Leadership roles are getting harder and more complicated every day
• Expectation is that you will do “good” for the company and society
What Answers are the Experts Giving?

• Sheryl Sandberg creates the “Lean In” movement
• “Lean Out” movement appears
• “Opting Out”

Where do you fit in??
What Women Need

• High confidence
• High competence
• Tools to handle the work load at home and at work
• Mentors/Sponsors
• Resources
• HELP!!!!!!
Self Assessment: Important Questions to Ask Yourself

- Do I consider myself to be confident?
- Do I see myself as a leader?
- Do I trust my instinct?
- What do I need to do to be more confident?
- Have I set clear goals for myself?
- Where is my bar set? High enough?
- Do I speak up?
- What image am I projecting?
Key Attributes

• Strong and sensitive
• Open
• Collaborative
• Knowledgeable
• Unique
• Listen
• Empathetic - doesn’t mean the same as NICE
• Enthusiastic
• Positive
• Great social contributors
Women are Better Bosses Because They…

- Are better communicators
- Build a better sense of unity and team work
- Are more collaborative
- Make better ethical choices and decisions
- Have more patience
- Are better at drawing passion out in others
- Are more persuasive
- Turn challenges into opportunities
- Learn from adversity
- Are better tuned to the emotions of others
Success Formula for Handling Setbacks and Failures

- Set realistic expectations
- Analyze them
- Relish them
- Share them
- Move on!
Great Role Models

- **Mary Kay Ash**, Founder of Mary Kay Cosmetics, Inc.
  - “I was taught to put my best into anything I did and I can honestly say I’ve always done that. Still, there are many times when I failed, when I was disappointed.”

- **Rosalind Brewer**, President and CEO of Sam’s Club
  - “You can and should set your own limits and clearly articulate them. This takes courage, but it is also liberating and empowering, and often earns you new respect.”

- **Candice Carpenter**, Creator of ivillage
  - “If you are committed to creating value and if you aren’t afraid of hard times; obstacles become utterly unimportant. A nuisance perhaps; but with no real power. The world respects creation; people will get out of your way.”

- **Sheryl Sandberg**, COO of Facebook
  - “Leadership is about making others better as a result of your presence and making sure that impact lasts in your absence.”

- **Lillian Vernon**, Founder of Lillian Vernon Corporation
  - “It was a risk. I had a husband and I was pregnant with my oldest son. But I don’t look at risk the way other people do.”
Where Do You Want To Go?

• Reflect back on the information presented today.
• What is the most important thing you learned?
• What is one thing you will do to become a confident and competent leader?
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