How do women become leaders?

“It is time to shift the discussion away from a lingering women’s problem or an issue of equality and instead focus on this as a **massive business opportunity**. Instead of continuing to discuss the problem, we ought to present solutions.”

-Aviva Wittenberg-Cox

“It’s Time for a New Discussion on Women in Leadership”

*Harvard Business Review*

March 28, 2014
Part I: Act Like a Leader

EMBRACE THE REAL YOU

1: Introverts vs Extroverts
2: Know Yourself Well
3: Self-Awareness = Self-Regulate
COMMUNICATION STYLES
5 DON’TS
1: Qualifiers
2: Apologies
3: Rising Terminals
4: Wordiness
5: Misuse of “Just” and “Actually”

“I think that Barbara should lead the team.”

HOW TO SAY NO MORE EFFECTIVELY
1: Use the Band-Aid Approach
2: Look for alternative ways to OZ
3: Teaching Moments
4: Explain Yourself
5: Because…
5 POWERFUL WAYS TO INFLUENCE THE BUSINESS

1: Begin with the end in mind
2: Talk to their motivation
3: Mirror language and body positioning
4: Have a whisky and stay out late
5: Favours
CHARISMA: THE HIDDEN ADVANTAGE

1: Charismatic people are more persuasive with the same facts
2: Charisma is learnable
3: Charisma = power, presence, and warmth

PART 1: RECOMMENDED RESOURCES

- **Quiet: The Power of Introverts in a World That Can’t Stop Talking**, by Susan Cain
  https://amzn.to/2MmUfZz

- **The Charisma Myth: How Anyone Can Master the Art and Science of Personal Magnetism**, by Olivia Fox Cabane
  https://amzn.to/2N6at8J

- **Secrets of Six-Figure Women**, by Barbara Stanny
  https://amzn.to/2MofU3y
Part 2: Be a Key Player

DO WORK THAT MATTERS

1: Align with the mission critical
2: Be so good they can’t ignore you
3: Look for game-changing experiences
4: Think sponsors, not mentors
5: Always add value
### RAISING THE ROOF ON YOUR PROFILE

**Candidate:**
- Alex

**Schooling:**
- Excellent

**Prior Experience:**
- 6 years in Compliance
- 3 years in Legal

**Also:**
- Podcast guest to discuss new trade sanctions law
- Quoted in the WSJ on ethical leadership
- Experienced with new technology vendors
- Won Women in Compliance Award for CCO of the Year

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### SPEAKING

I don't know what to talk about!

- **Latest Enforcement Action**
- **New or Proposed Laws**
- **Trends You See in the Profession**
- **Best Practices You’ve Observed**
- **Case Studies of Your Own Experience**
- **Soft Skills Like Networking, Goal Setting, Influence, or Time Management**
**WRITING**

What's stopping you?

**I don't know what to write about!**

**I don't know how to write an article.**

**What if people hate it or disagree?**

**I don't know where to publish.**

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<table>
<thead>
<tr>
<th>GETTING KNOWN</th>
<th>GETTING IN THE PRESS</th>
<th>GETTING IN THE GAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Follow and Comment</td>
<td>Meet and Greet Follow, Comment, Share</td>
<td>Podcasts</td>
</tr>
<tr>
<td>OUT FOR GLORY</td>
<td>SHE WHO CAN, TEACHES</td>
<td>WEBINARS</td>
</tr>
<tr>
<td>Nominate Yourself for Awards</td>
<td>College class Law School class</td>
<td>Sign Yourself Up</td>
</tr>
</tbody>
</table>
GETTING TO YES

• Perception as best in class
• Improve Google results
• Give copy approval

PART 2: RECOMMENDED RESOURCES

✓ Talk Like TED, by Carmine Gallo
  https://amzn.to/2Og955X

✓ Nice Girls Don’t Get the Corner Office, by Lois P. Frankel
  https://amzn.to/2Mo7SYs

✓ The Secret Thoughts of Successful Women, by Valerie Young
  https://amzn.to/2x3PKNC

✓ Stop Doing Low-Value Work, by Priscilla Claman
  https://hbr.org/2016/06/stop-doing-low-value-work
Part 3:
Negotiation, Networking and New Ideas

NEGOTIATE IT!

<table>
<thead>
<tr>
<th>No Negotiation</th>
<th>Negotiated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offered $90,000</td>
<td>Offered $90,000</td>
</tr>
<tr>
<td>Accepted</td>
<td>Negotiated to $100,000</td>
</tr>
<tr>
<td>2% Annual Raise</td>
<td>2% Annual Raise</td>
</tr>
<tr>
<td><strong>After 10 Years?</strong></td>
<td><strong>After 10 Years?</strong></td>
</tr>
<tr>
<td>$109,709</td>
<td>$121,899</td>
</tr>
</tbody>
</table>
What can you ask for?

**Monetary**
- Salary
- Sign-on Bonus
- End-of-Period Increase
- Stock Options / Equity
- Retirement Contributions

**Non-Monetary**
- Title
- Vacation Time
- Learning Budget
- Flexible Working Conditions
- Location-Specific Perks (gym membership, on-site nursery)
- Pre-approved writing and speaking opportunities

BUILDING YOUR NETWORK: 3 TOP TIPS

- Cherry Pick the Conversation
- Give, then Receive
- Little Humility Goes a Long Way
**Four Commandments for Winning and Keeping Mentors and Champions**

<table>
<thead>
<tr>
<th>Commandment 1:</th>
<th>Commandment 2:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thou shalt do thy homework</td>
<td>Thou shalt have a specific request</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Commandment 3:</td>
<td>Commandment 4:</td>
</tr>
<tr>
<td>Thou shalt speak thy follow-up plan out</td>
<td>Thou shalt say thank you!</td>
</tr>
<tr>
<td>loud at the end of the conversation</td>
<td></td>
</tr>
</tbody>
</table>

**Rocking Conference Networking**

1: Connect with Connectors
2: Plan your hit list
3: Stalking for Success
4: Follow up, follow up, follow up
**GETTING ON BOARDS**

- Start Local
- Start Non-Profit
- Build Your Skillset
- Find a Specialist Recruiter
- Go where the Board members are!
- Tell Everyone

**PART 3: RECOMMENDED RESOURCES**

- Never Eat Alone, by Keith Ferrazzi
  
  [https://amzn.to/2CMr9TK](https://amzn.to/2CMr9TK)

- Negotiating Your Salary: How to Make $1000 a Minute, by Jack Chapman
  
  [https://amzn.to/2p0jiHN](https://amzn.to/2p0jiHN)

- Lean In: Women, Work, and the Will to Lead, by Sheryl Sandberg
  
  [https://amzn.to/2Oenola](https://amzn.to/2Oenola)
Part 4: Panel Discussion

PART 4: RECOMMENDED RESOURCES

✓ You are a Badass: How to stop doubting your greatness and start living an Awesome Life, by Jen Sincero
   https://amzn.to/2CV8GnU

✓ Act Like a Success, Think Like a Success, by Steve Harvey
   https://amzn.to/2O8wMNg

✓ The Slight Edge: Turning Simple Disciplines into Massive Success and Happiness, by Jeff Olson
   https://amzn.to/2p201Gz