

# LAUNCHING LADIES INTO SENIOR LEADERSHIP

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## 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.”***



# NO!

## 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



## **BODY LANGUAGE**

# 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

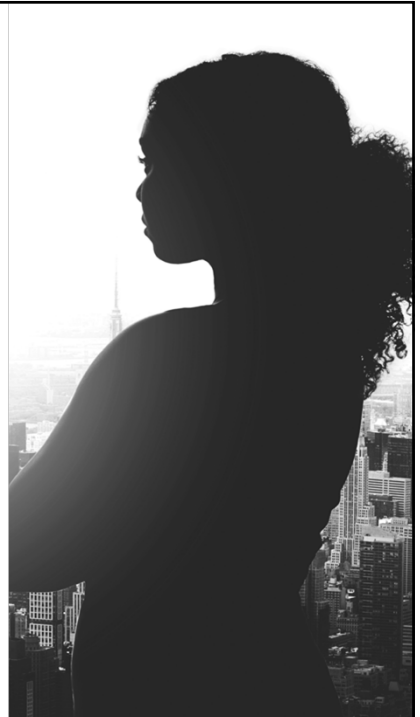
- ✓ **Quiet: The Power of Introverts in a World That Can't Stop Talking**, by Susan Cain  
<https://amzn.to/2MmUfZz>
- ✓ **The Charisma Myth: How Anyone Can Master the Art and Science of Personal Magnetism**, by Olivia Fox Cabane  
<https://amzn.to/2N6st8J>
- ✓ **Secrets of Six-Figure Women**, by Barbara 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



### Candidate:

- Alexa

### 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



## 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.**





<b>GETTING KNOWN</b> Follow and Comment	<b>GETTING IN THE PRESS</b> Meet and Greet Follow, Comment, Share	<b>GETTING IN THE GAME</b> Podcasts
<b>OUT FOR GLORY</b> Nominate Yourself for Awards	<b>SHE WHO CAN, TEACHES</b> College class Law School class	<b>WEBINARS</b> Sign Yourself Up



## GETTING TO YES

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- 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!**

### **No Negotiation**

**Offered \$90,000  
Accepted  
2% Annual Raise**

**After 10 Years?  
\$109,709**

### **Negotiated**

**Offered \$90,000  
Negotiated to \$100,000  
2% Annual Raise**

**After 10 Years?  
\$121,899**

# 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

Commandment 1:

Thou shalt do thy homework

Commandment 2:

Thou shalt have a specific request

Commandment 3:

Thou shall speak thy follow-up plan out  
loud at the end of the conversation

Commandment 4:

Thou shalt say thank you!

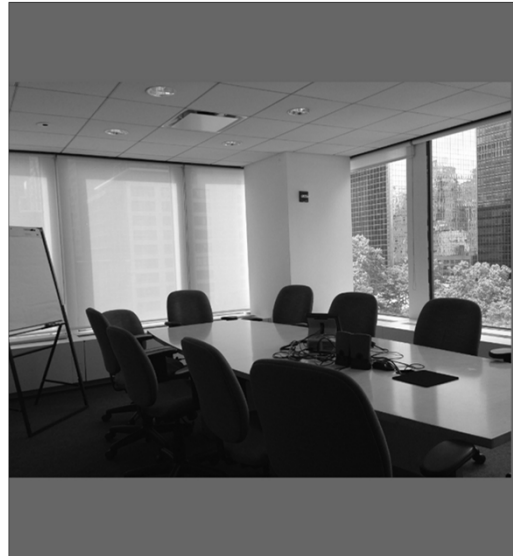
## Rocking Conference Networking

- 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>
- ✓ **Negotiating Your Salary: How to Make \$1000 a Minute, by Jack Chapman**  
<https://amzn.to/2p0glHN>
- ✓ **Lean In: Women, Work, and the Will to Lead, by Sheryl Sandberg**  
<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>

