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

ELEVATOR SPEECH

- Elevator Speech Practice
- Coaching and Feedback
- Application
EMBRACE THE REAL YOU

1: Introverts vs Extroverts
2: Know Yourself Well
3: Self-Awareness = Self-Regulate

BODY LANGUAGE

#ItWasNeverADress
Strap on the Cape – Let’s Go!

1: Power Pose

2: Non-Verbal Cues

3: Handshake

CHARISMA: THE HIDDEN ADVANTAGE

If you’re a leader, or aspire to be one, charisma matters

- Makes you more influential

- Makes you more persuasive *with the same facts*

- People like you, trust you, want to be led by you
THE CHARISMA FORMULA

People pick up on extremely subtle cues:

PRESENCE: Are you fully present? Really listening?

POWER: Can you affect the world around you?

WARMTH: Do you embody goodwill towards others?

Part 2: 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>
</tbody>
</table>

After 10 Years?

- $109,709
- $121,899

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## 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
FOUR TIPS TO ROCK NETWORKING

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

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

Commandment 4:
Thou shalt say thank you!
GETTING ON BOARDS

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

I WILL...
RECOMMENDED RESOURCES

✔ Quiet: The Power of Introverts in a World That Can't Stop Talking, by Susan Cain
   https://amzn.to/2MmUFz

✔ 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

✔ Your body language may shape who you are by Amy Cuddy (YouTube)
   https://www.youtube.com/watch?v=Ks-Mh1QhMc

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
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/2p0glHN](https://amzn.to/2p0glHN)

- **Lean In: Women, Work, and the Will to Lead**, by Sheryl Sandberg
  [https://amzn.to/2OenoIa](https://amzn.to/2OenoIa)

- **You are a Badass: How to stop doubting your greatness and start living an Awesome Life**, by Jen Sincero
  [https://amzn.to/2CV8GnU](https://amzn.to/2CV8GnU)

- **Act Like a Success, Think Like a Success**, by Steve Harvey
  [https://amzn.to/2O8wMNg](https://amzn.to/2O8wMNg)

- **The Slight Edge: Turning Simple Disciplines into Massive Success and Happiness**, by Jeff Olson
  [https://amzn.to/2a201Gz](https://amzn.to/2a201Gz)