

Ep 19: Being A Woman In Business: Everything We Wish Someone Would Have Told Us



Understanding the game and becoming a better player

- Changing your name can impact your legacy.
 - It is difficult for people to connect the dots. Which means your reputation could suffer.
 - There are ways of managing this like hyphenated last name, including maiden name in signature, etc.
- Characteristics that are seen as strengths in men can be seen as liabilities in women.
 - This is especially true in leadership styles. For example:
 - "Directness" is generally appreciated in males, but in females, it can be interpreted as edgy...or worse.
 - But, traditional female characteristics like "nurturing" can be perceived as being soft.
 - Women leaders who are "empathetic action takers" appear to have the most success. They make decisions quickly but after outwardly considering other's thoughts, feelings and motivations.
- You are a trailblazer. Still today.
 - Keep in mind it has only been 100 years since women were afforded the right to vote. So, it shouldn't seem unusual that there is still work to be done.
 - The question is whether you will rise to the occasion or crumble under the injustice of it all? Yes, it can be lonely. But it is our turn.
- Zero-Sum Alpha Female Game.
 - It can feel prestigious to be the "first" or the "only", but use that as an opportunity to create space at the table and lift others up.
 - Women who rise need to clear and pave the path for others to come behind them. If they have to "pay their dues" as well, is it really progress?

Areas to address immediately are:

1. _____

2. _____

3. _____

Action Plan:

Action	Timing	Progress	Complete