

# Ep 48: Personal Branding Characteristics that Hold Back Aspiring Female Leaders

## Move toward your goal to become a strong leader



- o Caregiver.
  - o There is a general expectation on females to nurture and care for ALL of those around them.
  - o This shows up in two different ways for aspiring female leaders:
    - Avoidance of conflict or the need to make sure everyone is happy. Respectful conflict is good and gets your team to the best ideas/solutions the most quickly.
    - Inability to say "no" and putting others objectives ahead of your own. Guilt plays a large part here and females seem the most susceptible to it. This results in over-extending time and energy.
  - o For female leaders, this is exacerbated by the weight of trailblazing which can be emotionally and physically exhausting.
  - o Counter-trigger: Become and practice being a Vigilant Leader, It helps to balance your time and energy by empowering your team to be autonomous.
- o Empathic.
  - o Empathy can be a powerful characteristic as it aids in collaboration and negotiation when seeing a win. Females tend to be more empathetic to other people's situations instead of their own.
  - o This shows up as a difficulty holding people accountable and 'excusing' away actions like poor attendance, missing milestone timings, etc. This can be further compounded by a caregiver's dislike for conflict.
  - o Counter-trigger: Adjust your mindset that this is personal, it is not. It is business. Deliver your goals and objectives to ensure the business is successful. Be forthright and clearly state actions that need to be taken. Don't let infractions slide.
- o Fairness Advocate.
  - o Females over-index in the expectation that everything should be fair. Males don't have the same expectations even at an early age. Females have the expectation if they are good girls and do as they are supposed to they will get rewarded.
  - o In business, women struggle to play the game which limits their ability to rise up. Believing if they do a good job the work should speak for itself and there's no reason to self promote. Most men have no trouble seeing a business as a game where there are winners and losers.
  - o Counter-trigger: You need a business coach that will help you see this blind-spot. When you are in a situation where this characteristic is triggered reflect on what's beneath the surface. Then start working against it. Get in the game.
- o Humble
  - o Females have a tendency to be overly humble. To compensate for this, some leaders adopt what they see working in their male counter-parts. This can have disastrous effects because they don't always translate.
  - o Assertiveness in men can be perceived as edgy or the "B" word in women. They can also adopt more of an egomaniac attitude. Being afraid to look bad so you can't admit you're wrong.
  - o Counter-trigger: Another shift in mindset that ego is a key motivator for success and should be embraced.
  - o Focus your ego on being the best leader you can be. This will set the right tone and focus on being a learner, showing up prepared and confident while being an advocate for your team.

### Areas to address immediately are:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Action Plan:

| Action | Timing | Progress | Complete |
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