

GO Ahead...BRAG!

Judith Giordan

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May 2014

Thank you...

Inspiring Women in STEM Forum

Organizers:



Host Sponsor:



Gold Sponsors:



Who do you know?

- How many of you know EVERYONE ELSE in the room???



Who do you know?

Let's get to know each other....

- How many are....
- How many will seek careers in...
- How many “see” themselves as leaders?



21st-Century Career Development - New Contact Sport



- The rules *are* and *must change...and*
- *We must help change them.*
- Requires full commitment and skill

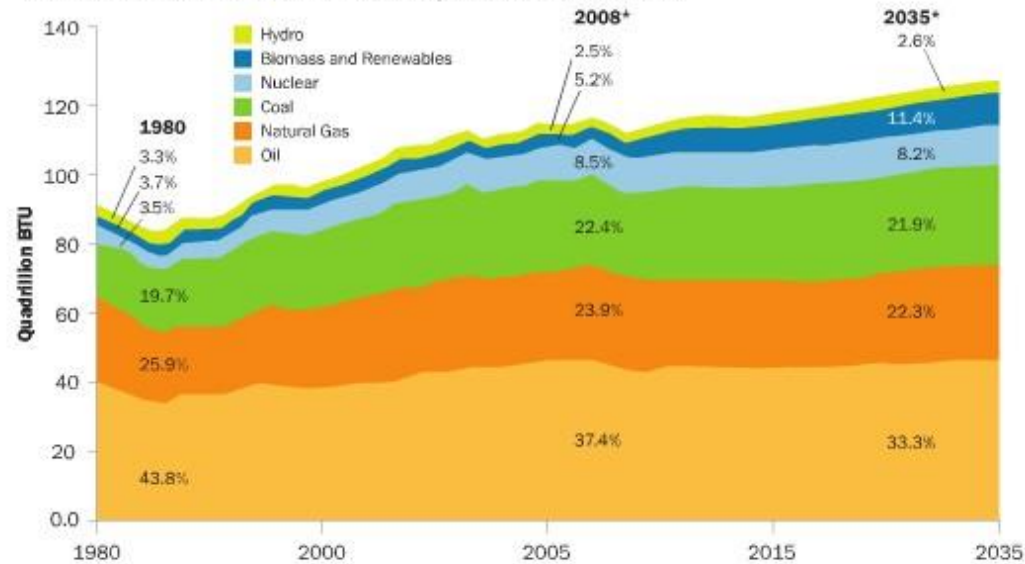
THE PROBLEMS ARE COMPELLING...

And all skills are needed with solutions....



Future U.S. Energy Demand

The U.S. will require 14 percent more energy in 2035 than in 2008.



*Excludes non-biogenic municipal waste and net electricity imports. Source: EIA, AEO 2009 Tables A1 and A17.

MEN CAN NOT do it alone!

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Empowering Women - a CORE IMPERATIVE



About ▾ The Principles ▾ Get Involved ▾ CEO Statement ▾ Business Practice ▾ Trar



WOMEN IN THE WORLD

Hillary Clinton: Empowering Women is a 'core imperative'

By Holly Bailey, Yahoo! Staff | Women In The World - 4 hours ago

NEW YORK—Hillary Clinton delivered a rousing speech on women's rights Friday, insisting that empowering women is a "core imperative" for society if the United States is to enjoy economic success and remain a global leader.

Speaking at the Women in the World Summit organized by Tina Brown, editor-in-chief of Newsweek The Daily Beast, Clinton acknowledged women "have come so far" in areas including politics and in the workplace. But she called gender equality the "unfinished business of the 21st century"—not just in developing countries, but in the U.S., where women continue to be "marginalized" when it comes to access to education and their ability to receive a salary equal to their male peers.

follow women in the world

Like 20,088 people like your Friends like.

Tweets

Women in the World @WomenInWorld

"We as businesses need to government at all levels to t it's all about these linkages #wiw13

DVF @DVF

Waiting for Diane to speak! @LaraSpencer at @WomenInWorld instagram.com/p/Xu_wB0g

Retweeted by Women in the World

Tweet to @WomenInWorld

Main Messages....

Whether you call it branding, bragging or just plain
BEING PROUD...

1. YOU are the CEO of Me.Life – and always have been

– ALL CEO's know that what counts is BRAND.

- *How, what and when* you communicate all speak to your BRAND.

– BEING PROUD means making ACTIVE choices.

- *Set goals; Network; Selling yourself*

2. Know yourself and know your audience

– OWN the interaction - choose what you project



<http://blogs.extension.iastate.edu/child-care/files/2013/06/oxygen-mask.jpg>

About 1,700,000 results (0.44 seconds) = GOOGLE RESULTS! Just saying...

**PUT ON YOUR OWN OXYGEN MASK
BEFORE HELPING OTHERS....**

**Women are the most valuable and underutilized resource
in the GLOBAL economy**

**By 2011 women
controlled 1% of
global Wealth**

Women are the most valuable and UTILIZED resource in the US and DEVELOPED WORLD economies



WOMEN AND WEALTH

Fact Sheet

As part of the 2013 *Insights on Wealth and Worth™*, U.S. Trust surveyed high net worth women across the country to better understand their perspective and behavior related to wealth and wealth management. This research builds on a vast body of proprietary research and third-party analysis conducted by U.S. Trust as part of its Women and Wealth offering.

SURVEY OVERVIEW

The 2013 survey is based on a nationwide study of 711 adults with at least \$3 million in investable assets, including 33 percent with \$3M - \$5M; 33 percent with \$5M - \$10M and 34 percent with more than \$10 million.

<http://www.ustrust.com/publish/content/application/pdf/GWMOL/ARS7ME57.pdf>

Women are the most valuable and UTILIZED resource in the US and DEVELOPED WORLD economies

MODERN DONOR MY NICHOLS' WORTH
UNDERSTANDING THE INCREASING AFFLUENCE OF WOMEN
Judith E. Nichols, Ph.D., CFRE

The American Association of Fundraising Council Trust for Philanthropy estimates

Globally, women's economic power is of all buying decisions around the world. For example:

- American women by themselves are, in effect, larger than the entire (!) Japanese economy.
- Over the past three decades (1970-1998), men control 51.3 percent of the private wealth (after adjusting for inflation), while women control 48.7 percent.
- Women bring in half or more of the household income in 60 percent of households in the United States.
- Women control 51.3 percent of the private wealth in the United States.
- Women control most of the spending in the household - about 80 percent.

○ Women control 48 percent of estates worth more than \$5 million.

How many women millionaires? Depends on the study

Robert Frank | @robtfrank

Sunday, 7 Jul 2013 | 11:00 AM ET



Getty Images

Sara Blakely, the founder of Spanx shapewear, is considered to be the youngest, self-made female billionaire in the world.

http://www.supportingadvancement.com/vendors/canadian_fundraiser/articles/womens_affluence.htm

The past and *present* are prologue....

For the first half of 2013, **women-owned ventures accounted for just 16%** of all businesses seeking funding

24% received angel investment, according to the Center for Venture Research.

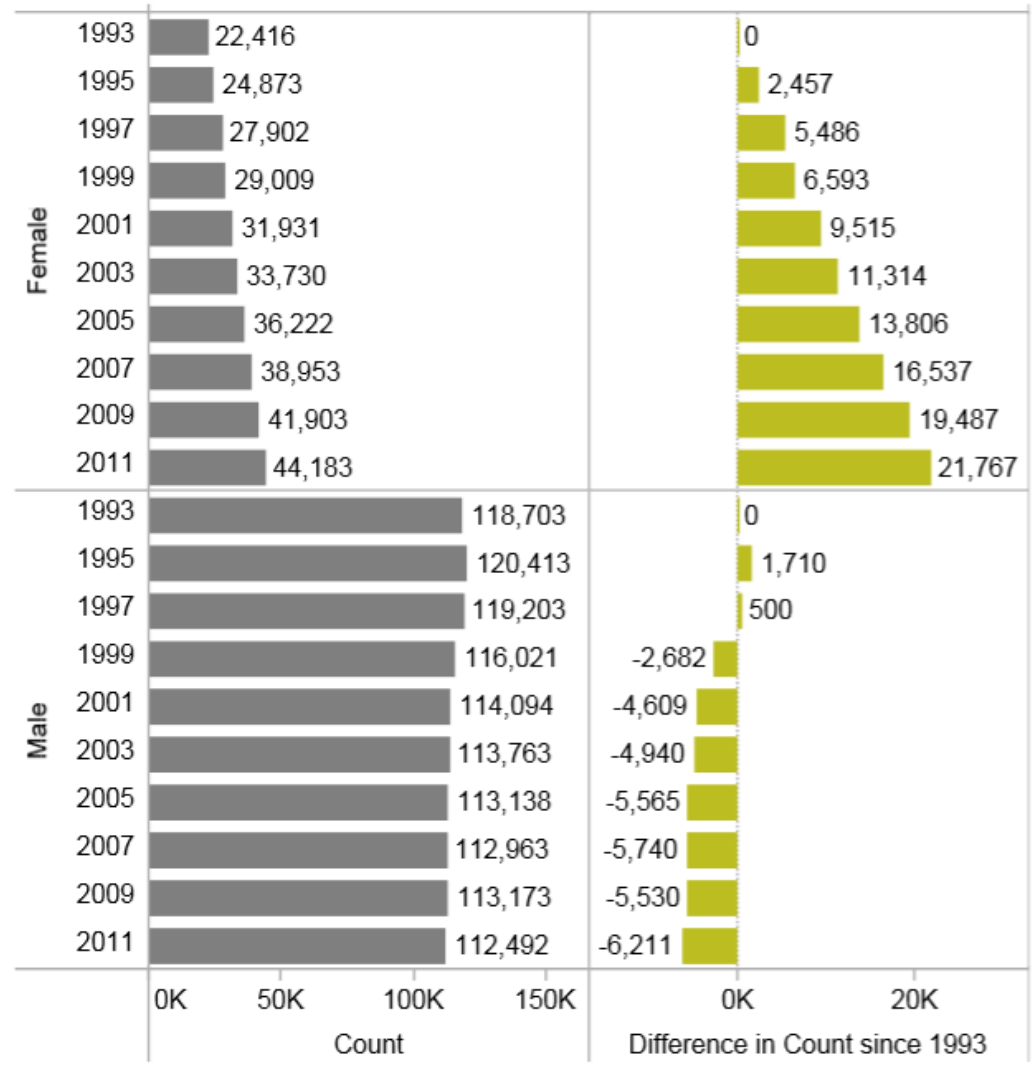
The picture was especially bleak for venture capital funding, with only **7% going to female-led businesses.**

The past and *present* are prologue....

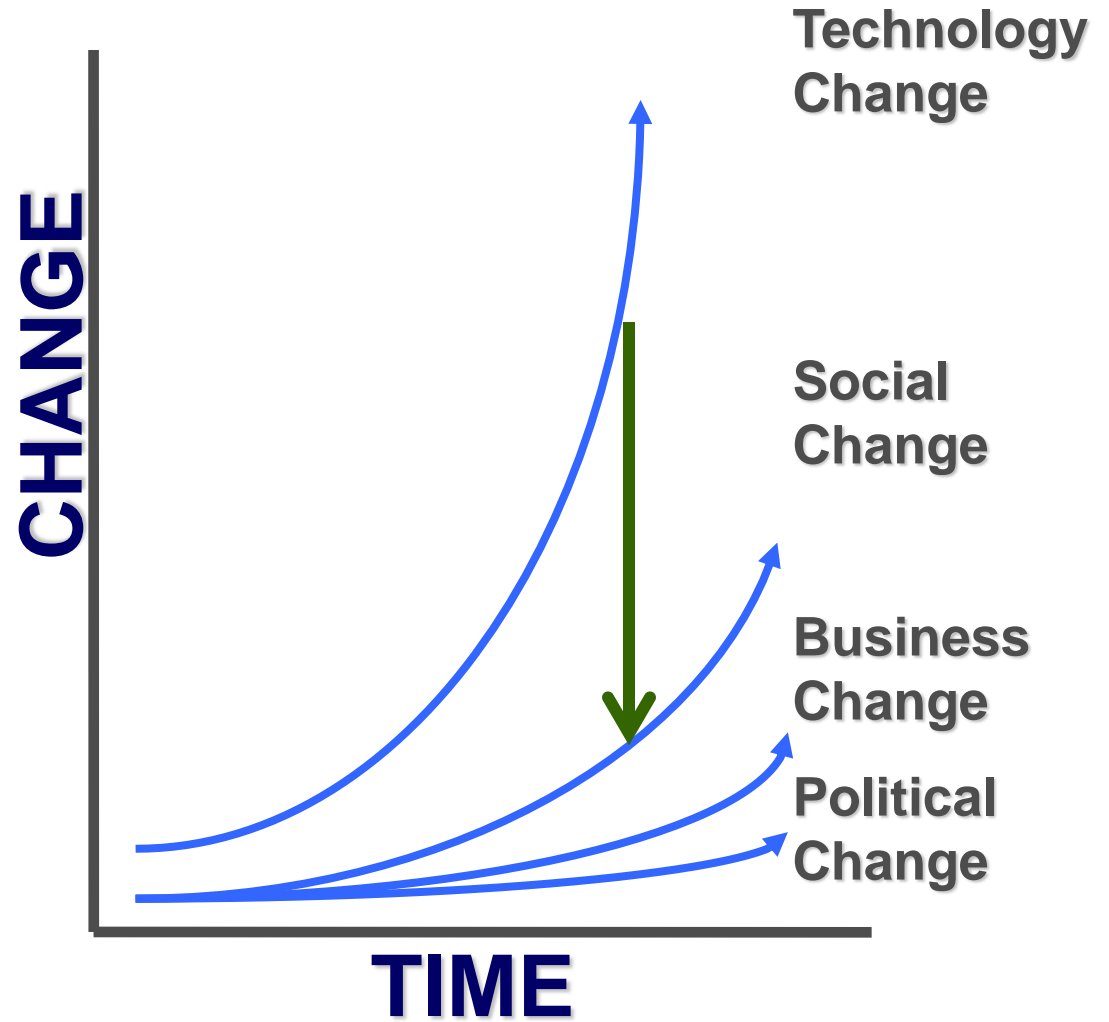
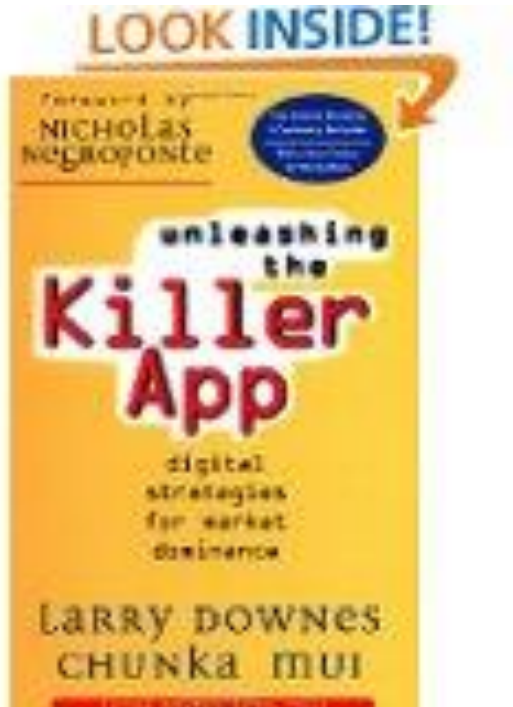
Women in the Academic Pipeline for Science, Technology, Engineering and Math: Nationally and at AAUDE Institutions April 2013

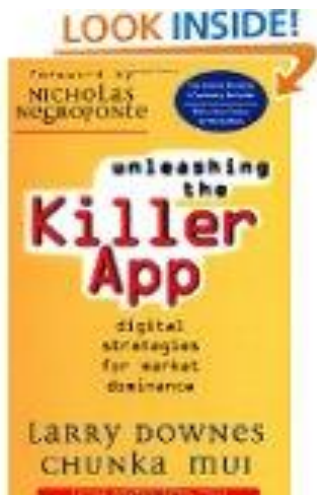
<http://aaude.org/system/files/documents/public/reports/report-2013-pipeline.pdf>

Figure 4. Number and cumulative change in number of full professors by gender

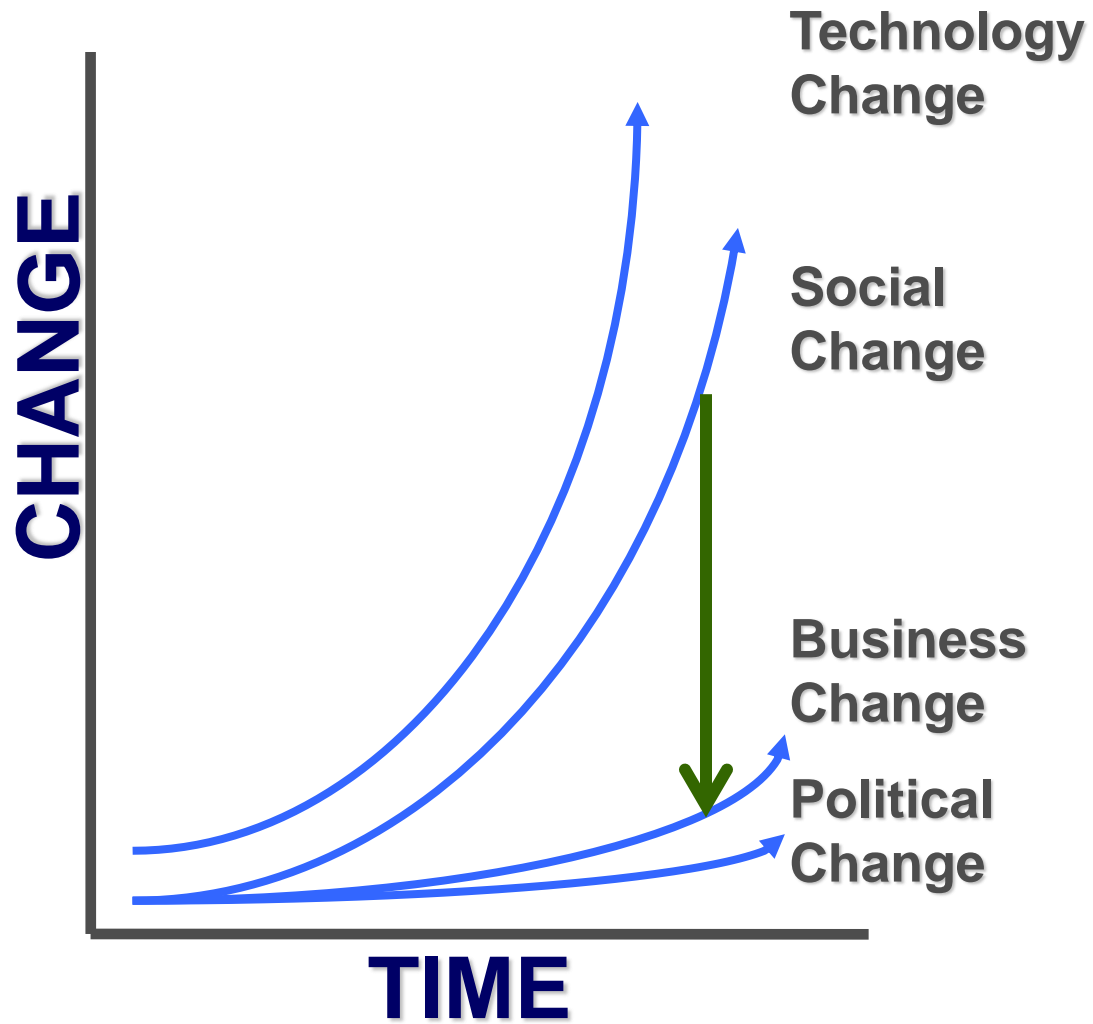


1998





2014



Business Case for Diversity

Creates

Operational
Reputational
Financial
INNOVATION

Value



NOT a compliance exercise and NOT solely about gender –
there are compelling data on the value of
gender diversity!!

Diversity = Superior Intangible Asset Management



Why it has to be women

Equality of opportunity is not just a matter of improving corporate diversity profiles. The simple fact is that companies that employ a number of women in senior positions tend to do better on a range of key measures than those that do not

By Judith Giordan

Women are tangible. We are flesh and blood capital and assets – and we deliver results. But at the value we bring to an organisation, we have traditionally been valued as intangible – or, not really at all. Diversity measured in able to be captured on a balance sheet – until now.

Zigzag Investor Capital has achieved a 7% average annual rate of return over the past 10 years. On 10th October, Investor Capital announced the latest award of its Women's Leadership Fund, with a board including Cheryl Blair, Kim Campbell and Penny Simons (the former Prime Minister of Canada) and New Zealand's respected Lord Ruckelshaus, the former CEO of the P&G firm. In Australia, we've named others, open to women only – like Dr. Susan, the investment portfolio manager for the 'Barista' fund, and a 'woman' in investing in the US.

Understand the need for greater female representation, and taking an active stance against those who do not. In this way we have to make a real and measurable contribution to the well-being of the world.

The Women's Leadership Fund will also support the need for greater female representation, and taking an active stance against those who do not. In this way we have to make a real and measurable contribution to the well-being of the world.

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and represent efforts to invest in an often-overlooked intangible asset – the value of women and diversity to business for growth and corporate responsibility.

Simply put, the fact is that the presence of women in corporate leadership positions adds tangible to the bottom line, and the National Association of Corporate Directors reported that companies with women on their board generate 21% in total shareholder returns, including dividend income, over the next 12 months.

The fact that women make up 50% of the population has, in many cultures, not been reflected in global equity and the value of women and diversity in senior corporate roles. In fact, the fact that women make up 50% of the population has, in many cultures, not been reflected in global equity and the value of women and diversity in senior corporate roles.

Equal state of gender diversity: The fact that women make up 50% of the population has, in many cultures, not been reflected in global equity and the value of women and diversity in senior corporate roles. In fact, the fact that women make up 50% of the population has, in many cultures, not been reflected in global equity and the value of women and diversity in senior corporate roles.

Not to be intangible, traditionally associated with factors such as "hardship like the face of our customers" or "the face of our customers".

Equal representation with factors such as "hardship like the face of our customers" or "the face of our customers".

Not to be intangible, traditionally associated with factors such as "hardship like the face of our customers" or "the face of our customers".

- Diversity improves
 - Operations, reputation, finance
- This is why
 - No single expert is better than an *informed, knowledgeable* and diverse group.
 - It's in the math!

The Wisdom of Crowds

Wisdom of Crowds, James Surowiecki, Doubleday, 2004. ISBN 0-385-72170-6

Why it has to be women, Judith Giordan, Intangible asset magazine, Jan-Feb 2010

Monetizing (In)tangibles



- **We've Met the Enemy - and She is Us**
 - Show up
 - Stay
 - Have Chutzpah
 - Have SISU!

We can't "brag"...when we are complaining!

We've Met the Enemy..and She is Us? Show Up

- 30% of male post-docs expected their wives to make career concessions...

....15% of female post-docs expected the same from their husbands.

EMBO Reports 8:977, 2007

We've Met the Enemy..and She is Us?

Sisu

- Women *expect* lower salaries than men for the same jobs
- Men *expect* to earn more than women

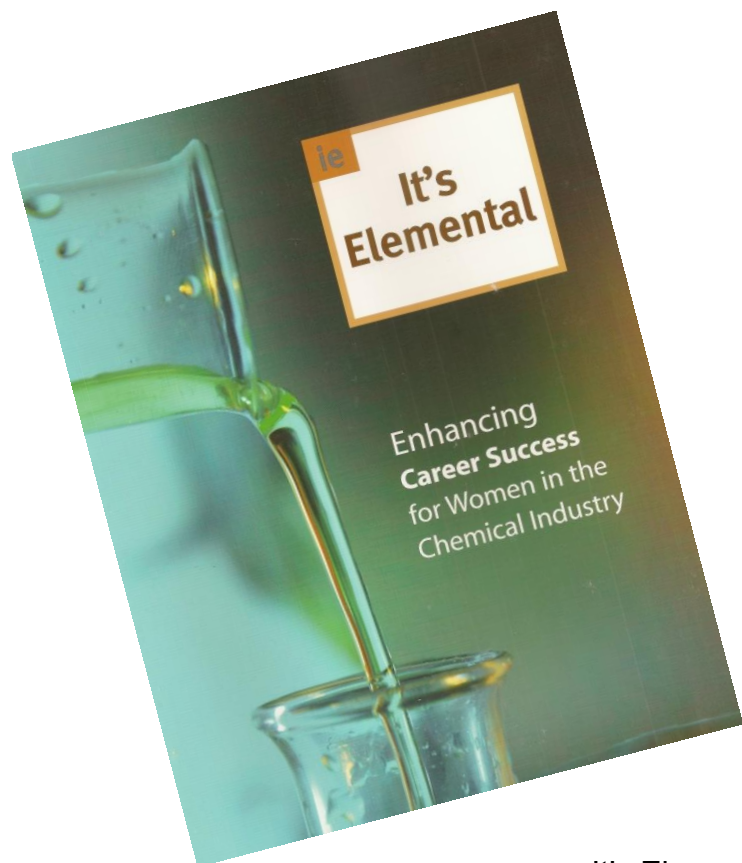
... **13 percent** more than women during their first year of work; **32 percent** more at their career peaks

Women Don't Ask – Women and the gender Divide; Babcock and Leschever;
<http://www.womendontask.com/stats.html>

We've Met the Enemy..and She is Us?



Confidence



- Strong links between actual success (e.g., salary, position) and **attitudes and beliefs**

It's Elemental: Enhancing Career Success for Women in the Chemical Industry
<http://static.squarespace.com/static/511d1130e4b0555e6be263d4/t/51deb30ee4b063b4f5667136/1373549326095/It%27s%20Elemental%20-%20Project%20Enhance%20-%20Giordan.pdf>
Fassinger/Giordan



Male-female differences

Perceptions

- Male managers
 - More level playing field for women
- Female managers
 - More supportive of women
- Male and female managers
 - Overestimate home-work stress experienced by women.

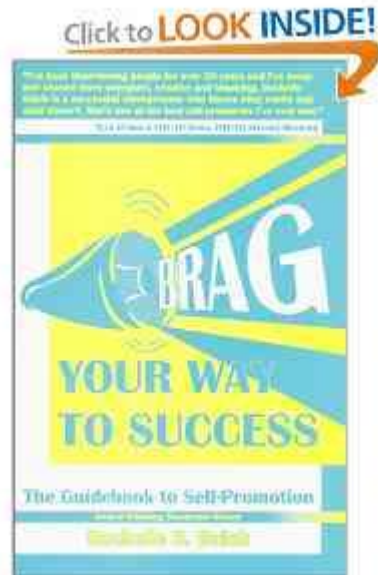
It's Elemental: Enhancing Career Success for Women in the
Chemical Industry
Fassinger/Giordan

We've Met the Enemy - and She is Us



- **CHANGE THE DIALOGUE...and *change* the game**
 - Personal
 - Business

DON'T SEETHE...act



**Spare yourself
and everyone
else from FALSE
MODESTY...and
passive
aggression!**

But how do I do this???



I'm only a woman!

***I will be accused
of being
aggressive...***

***No one will
listen...***

***They'll say I am
being that word
that RHYMES
WITH WITCH.....***

ARROGANCE with no facts = BRAGGING

CONFIDENCE + facts = SHARING

Avoid the sound of your own voice....

Success ...

Why do some people and teams succeed, while others fail miserably?

The Golden Rule says to “Do unto others as *you* would like to be done unto.”

A magnificent moral guidepost of
WHAT to do...



Success

Why do some people and teams succeed, while others fail miserably?

The Platinum Rule takes it one step further... it gives a guidepost on *how* to best succeed in a team setting

“Do unto others as they wish to be done unto.”



Confident understatement...

REMEMBER (under)statement at MINIMUM

.... Not NO STATEMENT

I LOVE to do it....

- "The kind of challenge I like best is..."
- "I really go for situations that require me to..."
- "There's nothing that gives me more satisfaction than..."

PROUD OF...

- *When the crisis hit, I had to assemble a new project team and revise the whole design in six weeks with no down time.....
I was proud of the people involved, and I'm proud of the outcome.*

Confident understatement...

EXAMPLE:

When a woman was asked if she could fix a failing sales force in 16 countries, none of which speak the same language, she could shout "I have every confidence that I can achieve that goal!"

OR WHAT COULD SHE SAY....

She can pause, make eye contact with the interviewer, and say quietly, "I'd be completely comfortable with that."



It's YOUR TURN to *share...*

Recipient: Supervisor

2 SENTENCES: Set up The brag topic: e.g.,

- You have an idea for a new product or business or initiative where your boss thinks you are NOT qualified to do it.*

COME UP WITH A BRAG (using “proud” or “love” any other way) to explain WHY YOU CAN DO IT!

Recipient: JOB INTERVIEW

2 SENTENCES: Set up The brag topic: e.g.,

- There is a promotional opportunity to head a global group or a new important project where you can get visibility or to be CEO of a company!*

COME UP WITH A BRAG (using “proud” or “love” any other way) to explain WHY YOU CAN DO IT!

Women are the most VALUABLE and UTILIZED resource in the US and DEVELOPED WORLD economies



MY NICHOLS' WORTH
UNDERSTANDING THE INCREASING AFFLUENCE OF WOMEN

Judith E. Nichols, Ph.D., CFRE

The American Association of Fundraising Council Trust for Philanthropy estimates that women's charitable giving has increased by more than \$15 billion since 1996. Yet, most organizations still focus their fundraising efforts more heavily on men.

Globally, w
decisions a

- American
- Over the
- soared +63
- Women b
- Women c
- Women c

Still not co
(Pearson/

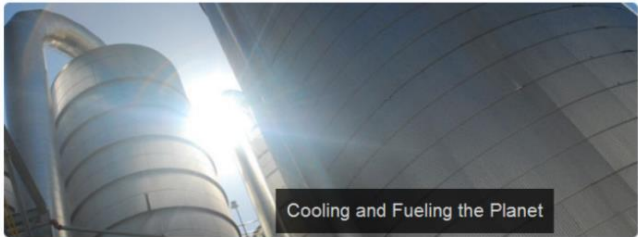
In the United States, for example:

- American women by themselves are, in effect, the largest “national” economy on earth, larger than the entire (!) Japanese economy.
- Over the past three decades (1970-1998), men’s **median income** barely budged (+0.6 percent after adjusting for inflation), while women’s has **soared +63 percent**.
- Women bring in half or more of the household income in the majority of the United States.
- Women control **51.3 percent** of the private **wealth** in the United States.
- Women control most of the **spending** in the household - about **80 percent**.

more in investable assets are women.

- Women control 48 percent of estates worth more than \$5 million.

http://www.supportingadvancement.com/vendors/canadian_fundraiser/articles/womens_affluence.htm



Qteros' unique Q Microbe® technology platform offers the industry for the first time a cost effective pathway to accelerate and optimize the commercial build-out of cellulosic ethanol production throughout the world market.



THE POWER OF TRAINING

ecosVC brings the power of training and investing to science and engineering innovators enabling the translation of your research into commercial innovations to meet the needs of people and the planet.

Thank you!

www.ecosvc.com

www.chemicalangels.com

Resources

EXTENDED SLIDES WILL BE AVAILBLE on www.ecosvc.com. There's also other stuff that may be interesting to you! 😊 (NOTE THE SMALL BRAG!)

It's ELEMENTAL:

<http://static.squarespace.com/static/511d1130e4b0555e6be263d4/t/51deb30ee4b063b4f5667136/1373549326095/It%27s%20Elemental%20-%20Project%20Enhance%20-%20Giordan.pdf>

Women's Guide to Successful Negotiating: http://www.amazon.com/Womans-Guide-Successful-Negotiating-Collaborate/dp/0071389156/ref=pd_bbs_sr_1/104-3828629-1382362?ie=UTF8&s=books&qid=1185817601&sr=1-1

HBR:

1. http://harvardbusinessonline.hbsp.harvard.edu/b02/en/common/item_detail.jhtml?id=R0104E&referral=1043 (negotiations)

2. http://harvardbusinessonline.hbsp.harvard.edu/b02/en/common/item_detail.jhtml?referral=1933&id=1024&profileId=245785603&DARGS=/b02/en/includes/product_upsell_display_center.jhtml A& DAV= (negotiations)

3. http://harvardbusinessonline.hbsp.harvard.edu/b02/en/common/item_detail.jhtml?id=3469&referral=2340 (career networking)

4. http://harvardbusinessonline.hbsp.harvard.edu/b02/en/common/item_detail.jhtml?id=R0701C&referral=2340 (career networking)