

GO Ahead... Be Proud!

Judith Giordan

Managing Director – ecosVC, Inc.

Co-Founder – Chemical Angel Network

Professor of Practice – Oregon State University

Janet Bryant

2016 Chair/President – Northwest Region of ACS

Principal – ecosVC, Inc.

Sr. Science & Technology Analyst V – PNNL

January 2016

Thank you...

Oregon State
UNIVERSITY

The APS CUWiP at Oregon State University 2016

APS Conferences for Undergraduate Women in Physics • January 15 – 17, 2016



Home History Application Program Travel/Accommodation FAQ Sponsors OSU Team

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 will seek careers in...
- How many “see” themselves as leaders?
- How many feel you do a GREAT JOB sharing...



21st-Century Career Development - New Contact Sport



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

TO HELP... YOU HAVE TO BE HEARD...



<http://blogs.extension.iastate.edu/childcare/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...**

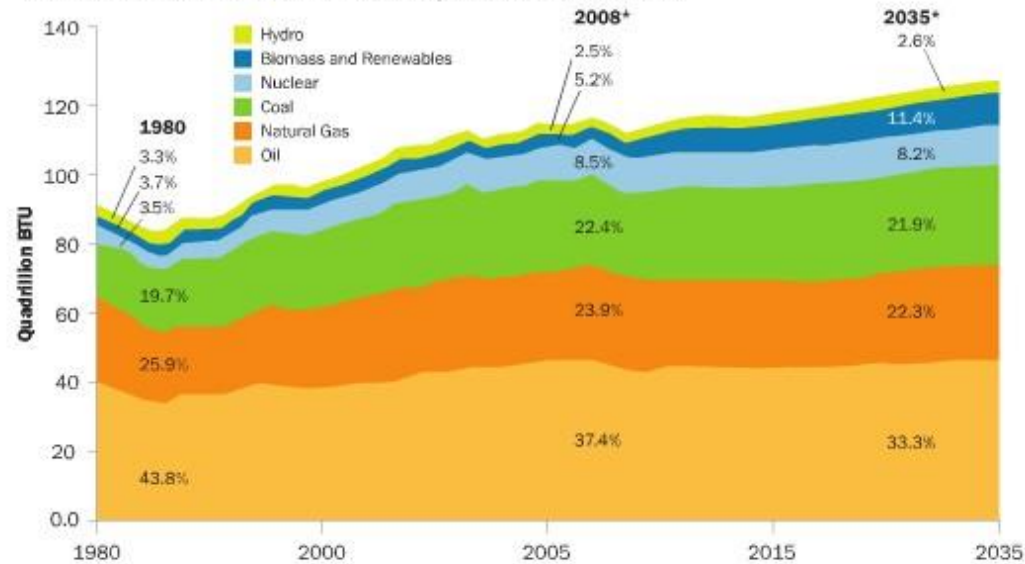
THE PROBLEMS ARE COMPELLING...

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!

© 2016 ecosVC - No reuse without permission.

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

Empowering Women – a CORE IMPERATIVE

WOMEN'S EMPOWERMENT PRINCIPLES

UN Global Compact | UN



UNFPA

POPULATION ISSUES | ABOUT UNFPA | WORLDWIDE | NEWS | STATE OF THE WORLD POPULATION

- Reproductive Health
- Population and Development
- Data for Development
- Gender Equality
- Human Rights
- Adolescents and Youth
- Safe Motherhood
- Cultural Sensitivity
- HIV/AIDS
- Essential Supplies
- Emergencies
- Female Genital Mutilation/Cutting

ICPD Beyond 2014 Global Review Report
Rights at the heart of development

ICPD Global Review Report
A new landmark

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



WOMEN'S EMPOWERMENT PRINCIPLES

EQUALITY MEANS BUSINESS

UN WOMEN

UNITED NATIONS GLOBAL COMPACT



WOMEN IN THE WORLD

Hillary Clinton: Empowering Women is a 'core imperative'

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

Email | Share 36 | Recommend 62 | Tweet 14 | 4 | Pin It | Print



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

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/pixu_wB0g Retweeted by Women in Expand

Tweet to @WomenInWorld

**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

 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, women's economic power is soaring. Women make 80 percent of all buying decisions around the world. In the United States women are, in effect, (one of the) largest national economies on earth, larger than the entire (!) Japanese economy.

•Women control most of the spending in the household - about 80 percent.

Still not convinced? In *The Power of the Purse: How Smart Businesses Are Adapting to the World's Most Important Consumer -- Women*, (Pearson/Prentice Hall 2006), author Fara Warner asserts that:

- Women account for more than 50 percent of all stock ownership in the United States. By 2010, women will account for half the private wealth in the country, or about \$14 trillion. By 2020, you can expect that number to reach \$22 trillion as wealth continues to

Women account for >50% of US stock ownership and when women of equal education, abilities and similar social status are compared *pay disparity disappears!*

- Women control or influence 67 percent of household investment decisions. Forty-three percent of Americans with \$500,000 or 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

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

Women control more than half of the investment wealth in the U.S., according to [Mary Quist-Newins](#) author of *Women and Money: Matters of Trust*.

The number of wealthy women in the U.S. is growing twice as fast as the number of wealthy men.

- Women represent more than 40% of all Americans with gross investable assets above \$600,000.
- 45% of American millionaires are women.
- 48% of estates worth more than \$5 million are controlled by women, compared with 35% controlled by men.
- 60% of high-net-worth women have earned their own fortunes.

Some estimate that by 2030, women will control as much as two-thirds of the nation's wealth.

What Women Can *and are* Doing: Industry

Women In Industry

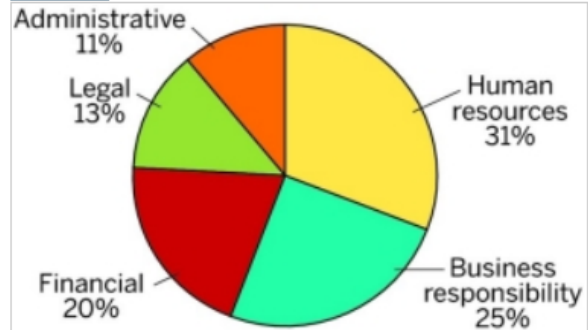
C&EN's annual survey finds an influx of women at the top of chemical firms, b

By [Alexander H. Tullo](#)

Department: [Business](#) | Collection: [Women in Chemistry](#)

Keywords: [women](#), [executives](#), [directors](#), [survey](#), [women in industry](#)

[\[+\]Enlarge](#)



Women in executive positions in 2013 = 45

GENDER ROLES

Human resources is the dominant role for female executives in the chemical industry. NOTE: Data are based on the companies listed on page 19.

Women ha
recently, wit
officers at c
revealed by
do not mast
resembling

Nonetheles
survey bring
levels seen

Of the 407 t
firms, 14.59
the general
be consider
2012.

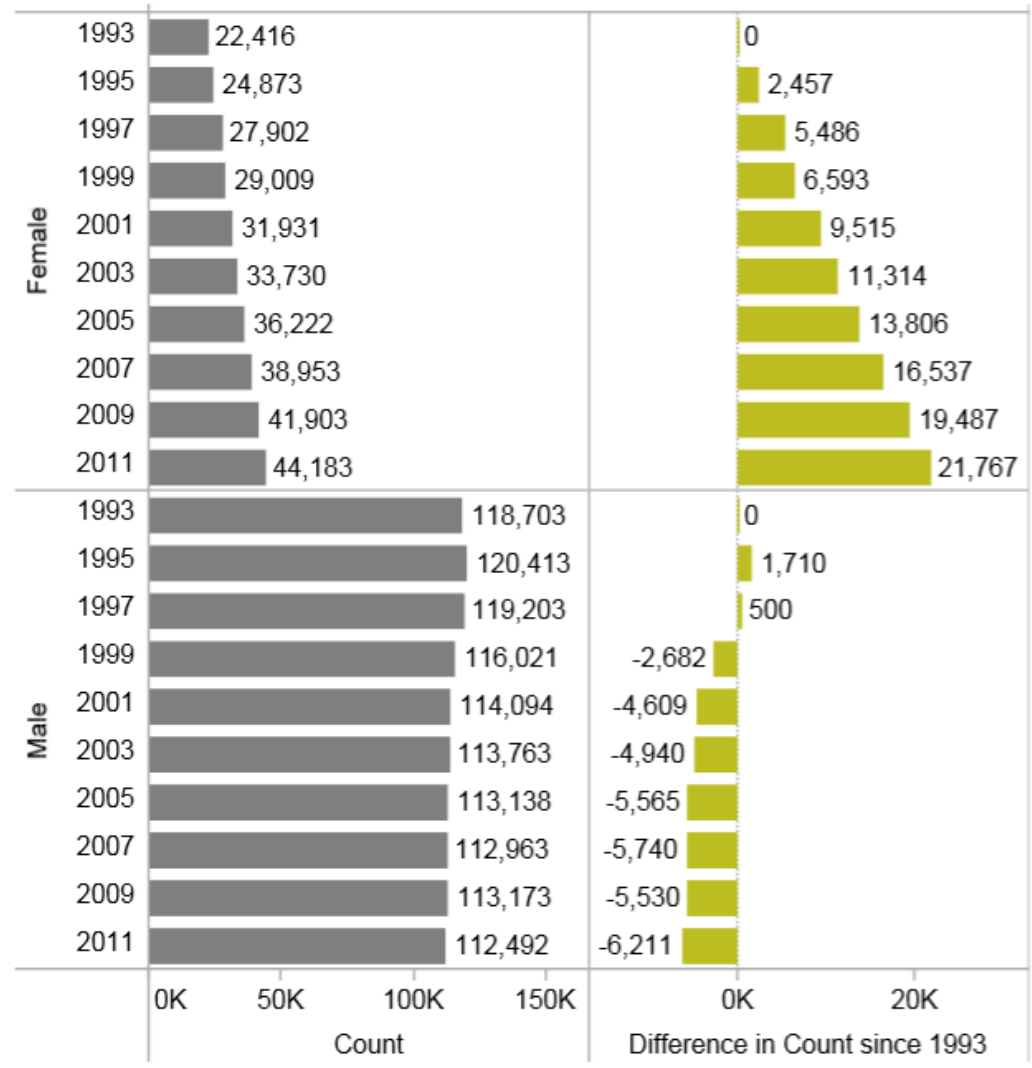
- Increases in women in top positions bring female representation in the **chemical industry close to levels seen in the corporate world at large.**
- Of the 407 board of director positions that exist at 42 public chemical firms, **14.5% are held by women... considered a sharp increase from the 13.6% share C&EN found in 2012.**
- women serving as **executive officers increased significantly** since 2012. Of the 406 executive officers, **11.1% are women, up from 9.9% a year earlier.**

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



What Women Can *and are* Doing: Start ups

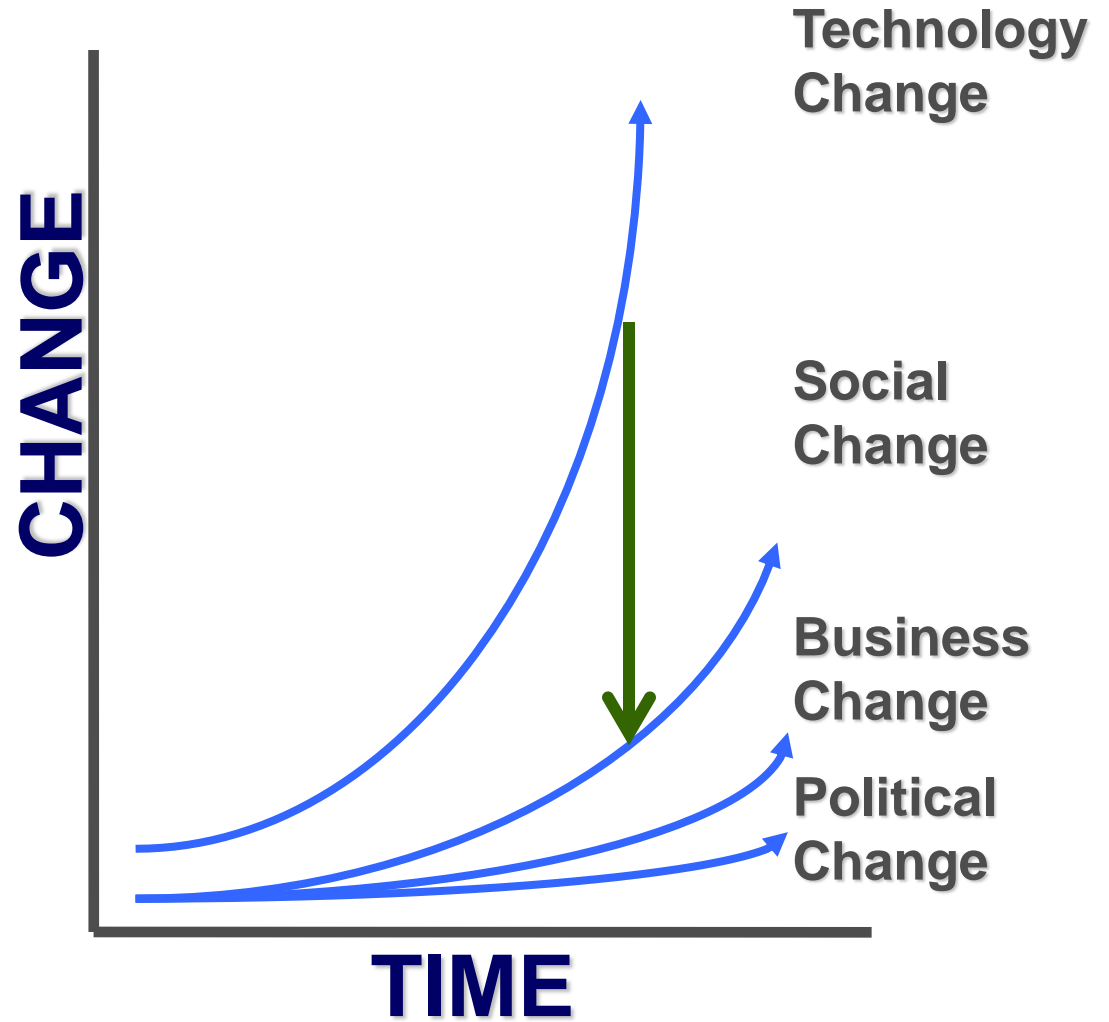
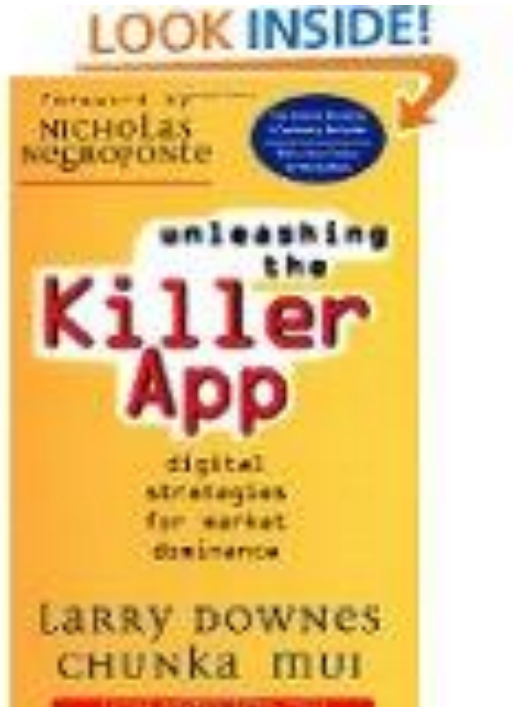
The number of \$10-million-plus women-owned firms increased by 57% — *a growth rate nearly 50% more than \$10-million-plus firms overall*, [Growing Under the Radar: An Exploration of the Achievement of Million-Dollar Women-Owned Firms.](#)

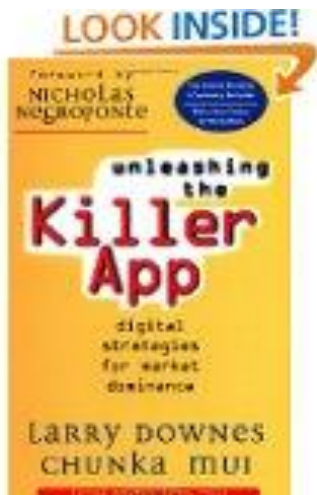
% of VC deals going to women-led businesses was 13% in the first half of 2013. Nearly a 20% jump over 2012, according to [Pitchbook](#), a venture-capital research firm.

U.S. ranked #1 among the top 17 countries on having the conditions that foster high potential female entrepreneurship, according to [Gender-Global Entrepreneurship Development Index \(GEDI\)](#).

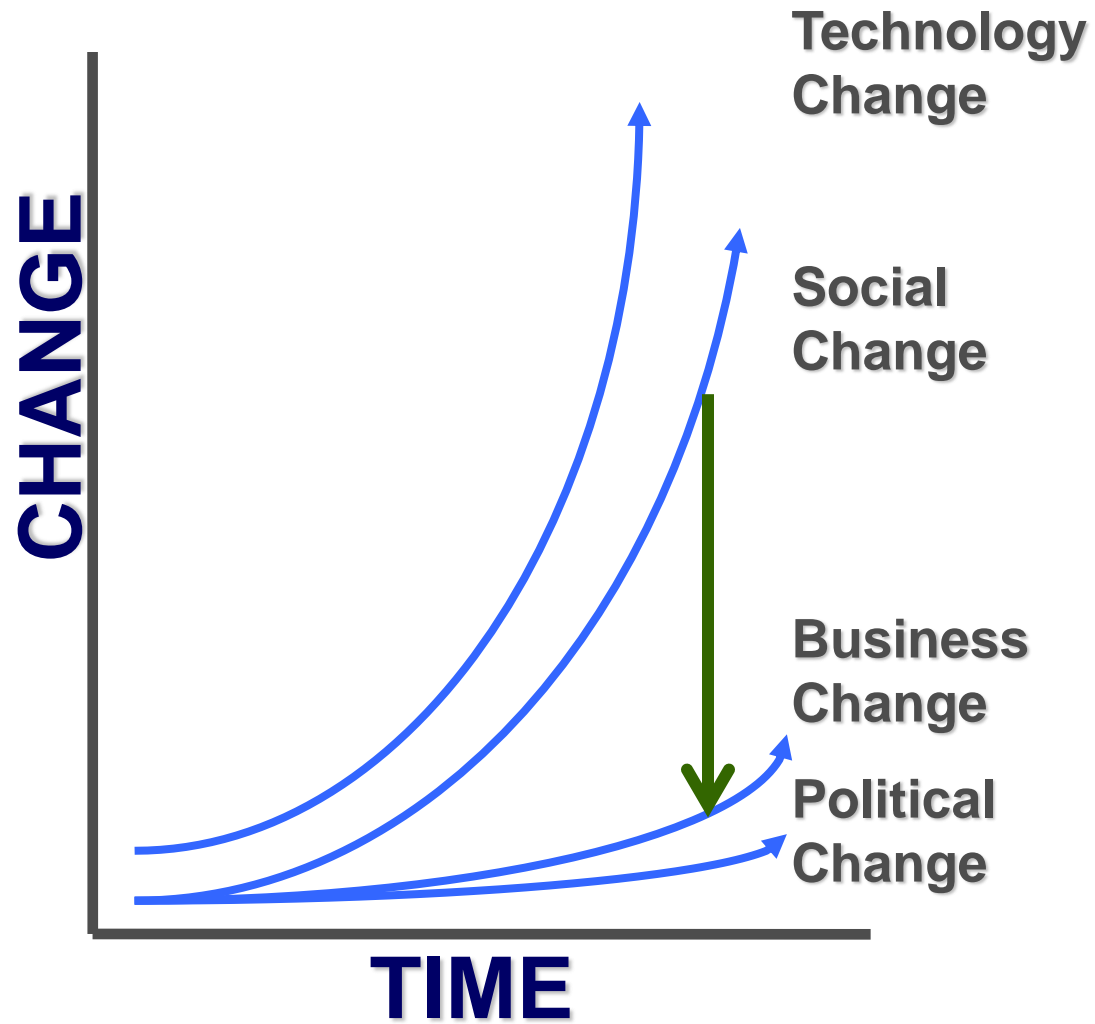
<http://www.forbes.com/sites/geristengel/2014/01/08/11-reasons-2014-will-be-a-break-out-year-for-women-entrepreneurs/>

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



- 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!

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 the value we bring to an organisation has traditionally been viewed as intangible – not readily or directly measured or able to be captured on a balance sheet – until now.

Zynga's board of director Capital has achieved a 70 per cent average annual rate of return over the past 10 years. On 10th October, National Capitalism named the most successful women-owned business in the world with a head including Cheryl Blair, Kim Campbell and Jenny Sinclair (the former Prime Minister of Canada) and New Zealand respectively. Heidi Hackler, the former CEO of the P&G firm Havas, Massachusetts, and several others appear to have been the most successful women-owned companies in the world to have been named in a 'women's leadership' list that underlines 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 commitment towards allowing payments to the women in the workplace.

The Women's Leadership Fund lists the angel group of Golden Seeds and the list of angel fund managers and investors in the industry on a regular basis in their issue.

and represent efforts to invest in an often-undervalued intangible asset – the value of women and diversity to enhance the results and corporate reputation.

Study after study has shown 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 value in fact, corporations by building robust relationships, enhancing board diversity, bringing the benefits of gender diversity to corporate operations. This paper reviews the evidence that there is a compelling business case – in terms of operations, reputation and finance – for promoting women into positions of corporate leadership and having women on the board. It also provides recommendations for specific actions women and companies can take to enhance and successfully engage in the workplace.

Current state of gender diversity
The fact that women make up 50 per cent of the population has, in many cultures, not translated into equal representation of women and diversity in senior corporate roles. In fact, the number of women in senior positions has declined in many countries as a result of diversity and women's leadership roles.

Not to do anything traditionally associated with work force such as "looking like the face of our customers" or "being a role model for our employees".

Equal representation with training, development and compensation to help such as diversity and harassment.

Not to be an image agent, such as in promoting female in areas including harassment, salary discrepancy or

www.ecosvc.com

Intangible Asset Management: January 2010 12

Monetizing (In)tangibles



- **We've Met the Enemy – and She is Us**
 - Show up
 - Stay
 - Be confident

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?

Show Up

- 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?

Stay

- *One year into a profession in science, technology, engineering, or math (STEM), women are far more likely to leave their jobs than their male coworkers.*
- A [new study](#) by the Center for Talent Innovation finds that **women call it quits 45% more often in their rookie years at such STEM jobs than men!**

WHY?

- Bias?
- Isolation?
- Lack of SISU?

<http://thinkprogress.org/economy/2014/02/13/3287861/women-leaving-stem-jobs/>

<http://www.fastcompany.com/3037075/strong-female-lead/why-are-women-are-leaving-science-engineering-tech-jobs>

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

Stay

cultural shifts required for the workplace to fully be an inclusive environment: (a) **focus** on quality of work/projects completed rather than number of hours worked, (b) **invest** in teleconferencing technologies and to encourage the use of them, (c) **re-evaluate** family values and a commitment to family life and responsibilities, (d) **understand** that work-life balance is not a women issue, "balance would be better for all", and (f) **"enlist men"** in the creation and support of these policies.

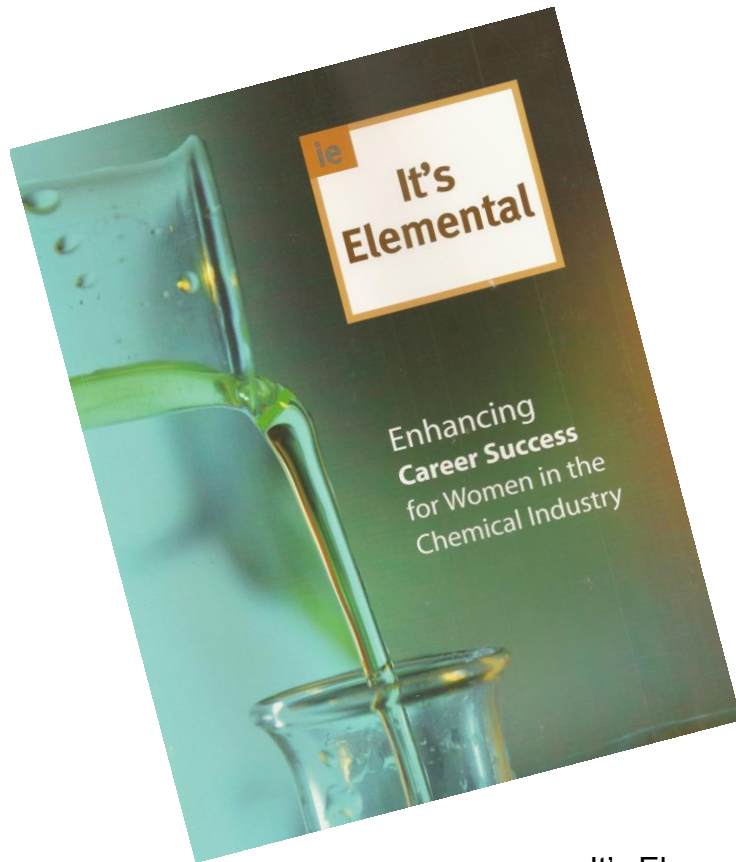
<http://www.theatlantic.com/magazine/archive/2012/07/why-women-still-cant-have-it-all/309020/>

- To MAKE REAL CHANGES...

requires BEING AT THE TABLE...and THAT requires **STAYING**

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.

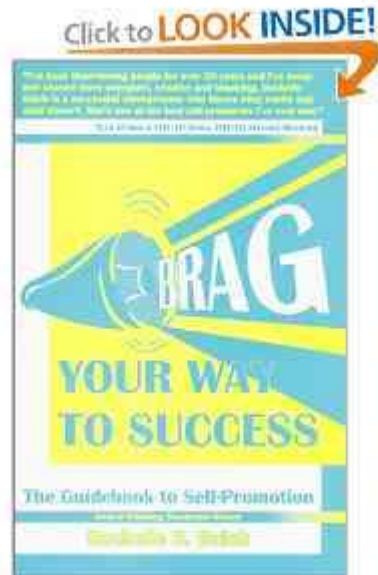
It's Elemental: Enhancing Career Success for Women in the
Chemical Industry
Fassinger/Giordan

We've Met the Enemy – and She is Us



- Have **CONFIDENCE** to...
- **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...

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..."

Speak with Sincerity from both the head and the

- Brief
- Memorable



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 research project or you KNOW you need to change your independent research topic and your advisor 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 an opportunity to get a great new job where you can build a career and get visibility with executive leadership!*

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



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

Janet will be the recipient!

1. SET UP the brag:

- *Tell us who Janet is playing (what role)*
- *Tell us WHAT you want as the outcome of the conversation.*

2. Conduct the brag

- *2-3 sentences to start the conversation with Janet in her role play*
- ***COME UP WITH A BRAG (using “proud” or “love” any other way) to explain WHY YOU CAN DO IT!***

Thank you

And REMEMBER!!!!

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

Be prepared...

- Keep track of memorable sound bites about yourself that you can draw on in a moment – keep your stories fresh
- Good self-promotion is individualized and zeros in on things that make you, *you*
- Business bragging gets easier with practice – elevator fly-bys to networking events to key opportunities that karma brings your way

**Questions about ecosVC or our
programs?**

www.ecosvc.com

info@ecosvc.com

Or CONTACT Janet or Judy

Women in Innovation: Science & Technology Symposium

**ACS Spring National Meeting
San Diego, CA
March 14, 2016**

9:30 am-Noon *Check the ACS program for location!*

What skills do YOU think are critical for success? Tell us!

www.surveymonkey.com/s/STEMWomenInInnovation

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=pbbs_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)