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As a former Fortune 500 executive and venture founder, Giordan's roles included Vice President and Global Corporate Director of Research and Development at International Flavors and Fragrances, Inc.; Vice-President Worldwide Research and Development for the Pepsi-Cola Company, the global beverage arm of PepsiCo, Inc.; Vice President Research and Development, Henkel Corporation, the North American operating unit of the Henkel Group, and co-founder and managing partner of 1EXECStreet, a successful San Francisco based boutique executive search firm. Giordan has also served in various academic and government roles including Professor of Practice in Polymer Science/Economic Development at the University of Southern Mississippi and Program Officer for the National Science Foundation IGERT Program.

Giordan received her Bachelor's degree from Rutgers University (environmental science), her PhD from the University of Maryland (Chemistry), and was an Alexander von Humboldt Post Doctoral Research Fellow at the University of Frankfurt in Germany. Judy is the recipient of the 2010 ACS Garvan-Olin Medal of the American Chemical Society.



# Being HEARD—

## *Powered by YOU*

### **BRAGGING....and Building Your Personal Brand**

**Judith Giordan  
Women Chemists Committee  
April 2013**

**SLIDES WILL BE AVAILBLE on [www.jgiordan.com](http://www.jgiordan.com)  
There's also other stuff that may be interesting to you!  
☺ (NOTE THE SMALL BRAG!)**



# 21st-Century Career Development - New Contact Sport



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

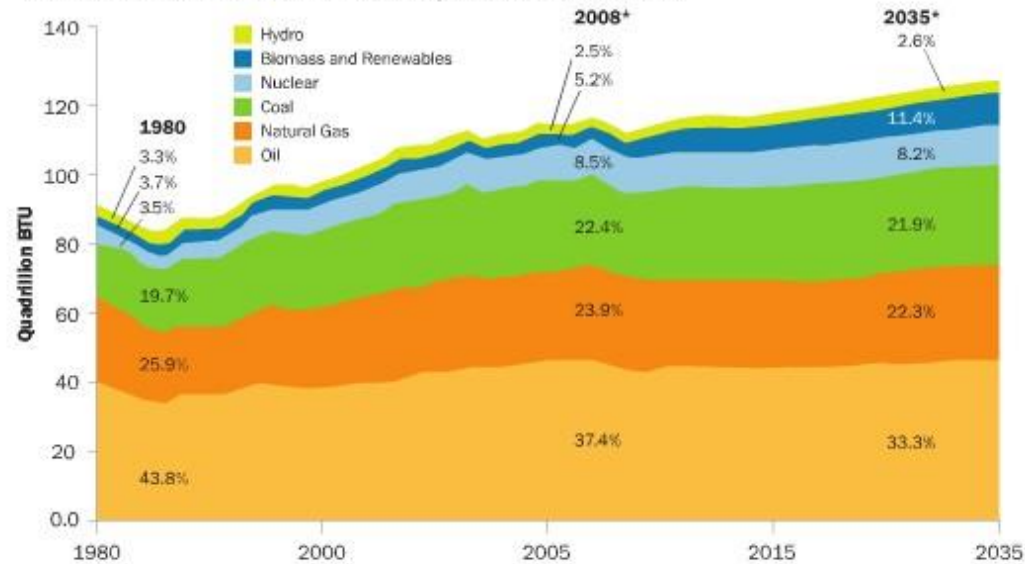
# THE PROBLEMS ARE COMPELLING...

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 is CORE IMPERATIVE

## WOMEN IN THE WORLD

### Hillary Clinton: Empowering Women is a 'core imperative'

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

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Marc Bryan Brown for Women in the World

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.

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Tweets

**Women in the World** @WomenInWorld  
"We as businesses need to government at all levels to It's all about these linkages #wiw13

**DVF** @DVF  
Waiting for Diane to speak! @LaraSpencer at @WomenInWorld instagram.com/p/Xu\_wBOg Retweeted by Women in Expand

Tweet to @WomenInWorld



# Women are the most valuable and underutilized resource in the US (and GLOBAL) economy

- Largest purchasing cohort in the consumer base\*
  - Add value-extractable input to new products and services
- Start the lion's share of new businesses
- Comprise 51% of the population overall
  - 46% of overall labor force
- Constitute the largest untapped talent pool for new scientists and engineers
  - 23% of the S&E labor force

\*Janice Reals Ellig, Ilene H. Lang, Getting from a good to a great board: you can do it through gender diversity. [Directors & Boards](#) - Fall, 2008; <http://www.entrepreneur.com/tradejournals/article/188646466.html> . The remainder of the data are from the Bureau of labor Statistics.



# We're on the MOVE...

- By 2010 control 60% of country's wealth
- Solo women's (25-44) market \$200B by 2006
- "Current rate of social change women won't reach "parity" with men until 2270" ...not waiting
  - "Continued intransigence of large companies (reluctance to promote women)" leads to choosing smaller and more flexible companies
  - Starting their own companies
    - working for women (more women work for women owned companies than for the Fortune 500)
    - Investments BY women IN women



Megatrends for Women, John Naisbitt and Patricia Aburdene, Diane Books Publishing Company (March 1998)

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# 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!!**





# More Facts....Pepperdine University

- **Fortune 500 firms with the best records of putting women at the top are...**

**18 to 69 %**

more profitable



# More Facts....Catalyst

- Companies with **three or more women on their boards...**

**...outperformed the competition on all measures by at least**

**40 %**



# More Facts... Center for Venture Research at the University of New Hampshire

- 2007 submitted proposals to angel funds in the US

**9% v 92%**

Women v Men

... but women received funding at equal rates to men

**~14%**



# 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!



## 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

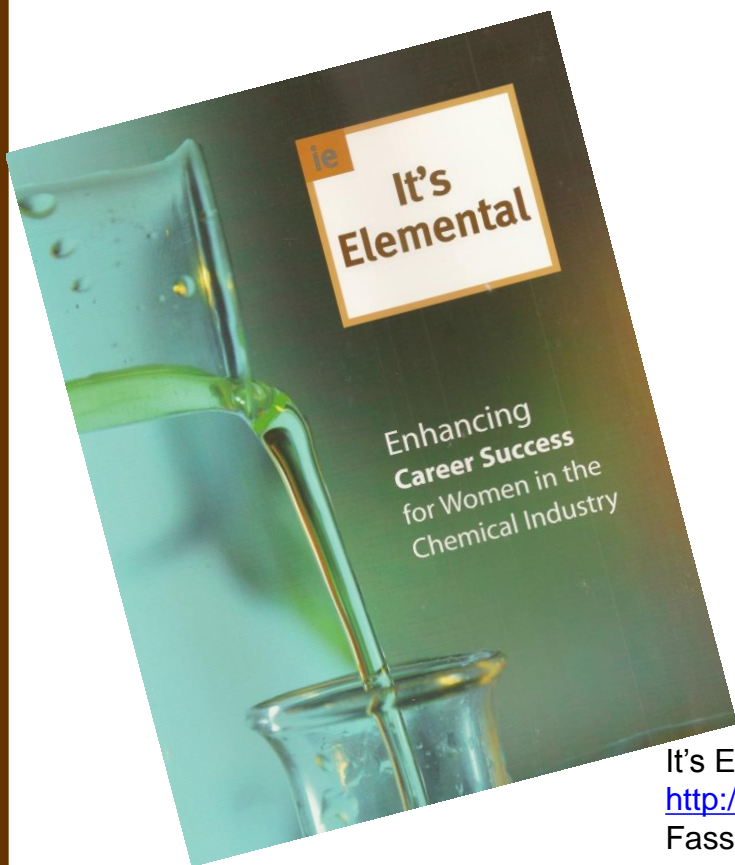


# We've Met the Enemy..and She is Us?





# 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://www.education.umd.edu/EDCP/enhance\\_site/It%27s%20Elemental.pdf](http://www.education.umd.edu/EDCP/enhance_site/It%27s%20Elemental.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  
[http://www.education.umd.edu/EDCP/enhance\\_site/It%27s%20Elemental.pdf](http://www.education.umd.edu/EDCP/enhance_site/It%27s%20Elemental.pdf). Fassinger/Giordan



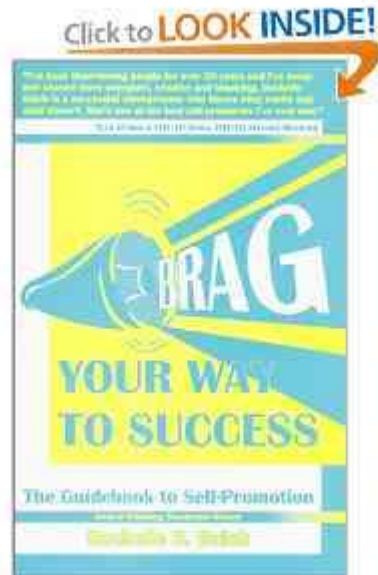
# We've Met the Enemy - and She is Us



- **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.....***



# Confident understatement...

***REMEMBER understatement.... Not NO STATEMENT***

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."



# 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.*





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# NOW it's YOUR TURN

## Recipient: BOSS

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

- You have an idea for R&D 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 R&D group*

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



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