


Thriving in Business as a Woman: *Winning Over the Men of "Mad Men"*


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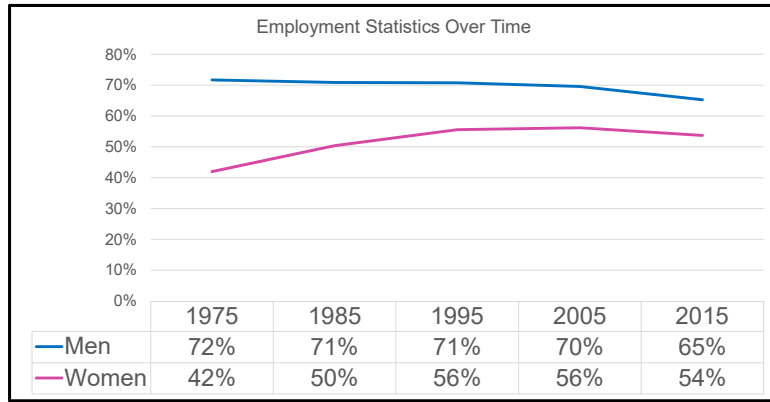
- Owner of The ShinerGroup
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- Author
 - *A Simple Guide to Turning a Profit as a Contractor*
 - (www.MoneyMazeBooks.com)



Learning Objectives

- Gain the respect of your clients, co-workers, vendors, and associates
- Discover better ways to deal with frustrations
- Recognize the consequences of the Imposter Syndrome
- Discover a healthier way to handle mistakes
- Learn how to manage expectations and set boundaries

Life Has Changed Since the 60's




United States Department of Labor: Bureau of Labor Statistics

Reba McEntire

- **Woman in a Man's World: My Secrets To Success**

- *Accept and move on*
 - You cannot be a 'victim'
 - Stop whining about it – whining doesn't change anything
- *Find what makes you happy*
 - You'll be more successful if you are happy
- *Be kind*
 - Respect other women in your field
 - Make it a win-win
- *Everything happens for a reason*






Respect


OPINION

- Men easily obtain respect
 - *But easily lose it!*
- Woman need to work hard to earn respect
 - *But once earned, is much easier to keep!*
- What does this mean for you?
 - *Prove what you know, what you can do and you'll build a strong relationship!*




Keep Frustrations Private

- Count to 10
 - *It works!*
 - *However, easier said than done*
- Excuse yourself
 - *Step away and think it through*
 - You have to control the situation, don't let the situation control you
- You don't have to respond immediately!
 - *You have time*
 - *Or can make time before responding*



Think About Your Behavior


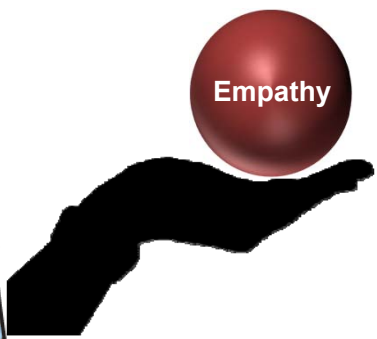
- Ask yourself: “What do I want to accomplish?”
- “What do you want the outcome to look like?”
 - *Be realistic*
- How often do we react and actually make matters worse?
 - *It might make you feel better temporarily, but it doesn't get you what you want*
 - *If you know what you want, you'll be able to act more deliberately*




Dealing with Anger from Others

Use the 3 F's

- Feel
- Felt
- Found



Leave out the fourth “F”



Focus

- Women are typically more aware of what's going on around them
 - *Women have more compassion and want to make things better for everyone*
- Men are often just unaware
 - *And appear to ignore the situation, not purposefully, but they just aren't aware of it*
- However, this can work to a woman's disadvantage!
 - *Keep in mind what's important and what you need*
 - *Don't waste energy on a one-sided battle*




Stop Apologizing

WHY ARE WOMEN
ALWAYS APOLOGIZING?



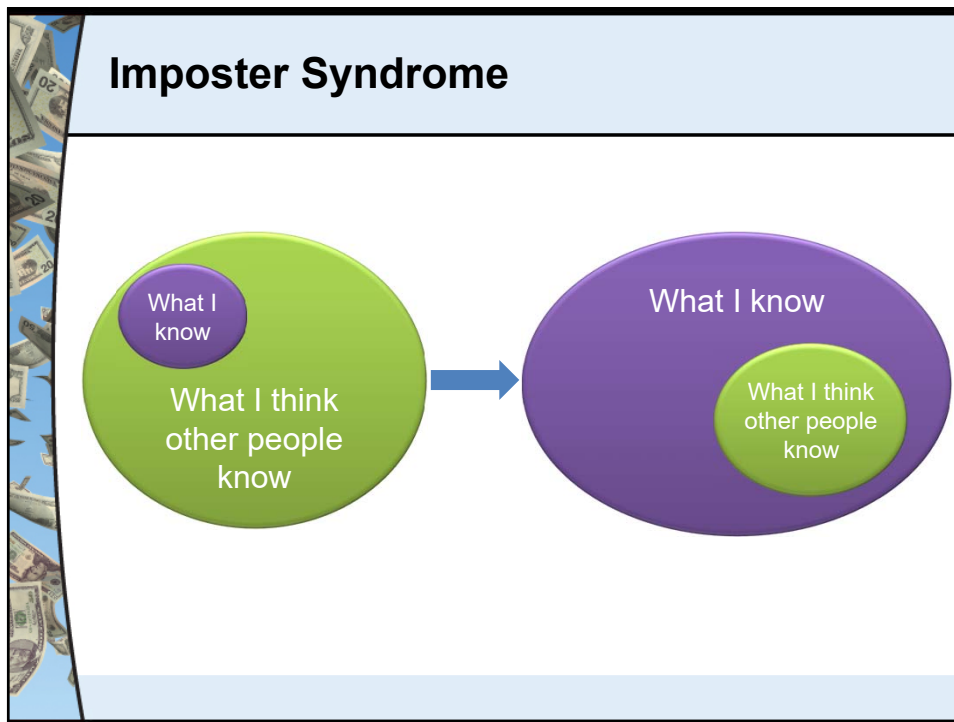
Stop Apologizing

- Apologizing can undermine you!
 - *Is it a situation that really needs an apology?*
 - *Think about the message you send with emails*
 - *I'm sorry that....*
- vs.
- *It's unfortunate that...*
- When someone apologizes, do you say: "That's OK"?
 - *Is it?*
 - *Instead, say "I appreciate that"*



Imposter Syndrome

- Term coined in 1978 by Pauline Clance and Suzanne Imes
- Refers to high-achieving people
 - *Inability to internalize accomplishments*
 - *Fear of being exposed as a fraud*
 - *Convinced that success is not deserved*
 - *Proof of success dismissed as luck, timing, faking it*
- Particularly common among high-achieving women




- ### High Achievers with Imposter Syndrome
- Diligence:
 - *High achievers often work hard to prevent people from discovering that they are “impostors”*
 - *Often leads to more praise and success, which perpetuates the fear of being “found out”*
 - *The “impostor” person may feel they need to work two or three times as hard, so over-prepare, tinker and obsess over details*
 - *Can lead to burn-out*



Fake It 'Til You Make It

- There is little punishment for the “fake it ‘til you make it” attitude
 - *Men often play by that rule*
 - And plan to figure it out later
 - *Women typically don't play by that rule*
 - And wait until are fully educated, know it all and can feel confident before moving forward
- Does this stop you from reaching your potential?



High Achievers with Imposter Syndrome

- Use of personality:
 - *Gifted women often use their intuitive perceptiveness and personality to gain approval and praise from supervisors or clients*
 - *However, when they receive praise or recognition, they often feels that this praise is based on their personality and not on their ability*




High Achievers with Imposter Syndrome

- Often avoid displays of confidence
 - *Women often want to avoid being seen as overly confident, so they undervalue their contributions and abilities*
 - *We've all been taught that modesty is a virtue and bragging is bad*
 - However, confidence is seen as a desirable quality in a man
 - *You need to own your accomplishments and successes!*




Dunning–Kruger Effect

- Imposter Syndrome closely related to Dunning–Kruger effect
 - *Incompetent people will tend to overestimate their own level of skill*
 - *Meanwhile, people with true ability tended to underestimate their relative competence*
- Which are you?



Dress for Success OPINION

- Men can be sloppy
- Women need to dress just a little better than the men around them
- Example:
 - *Going on a sales call or meeting a new client*
 - Man wears jeans and polo shirts – no problem!
 - Woman wears jeans and polo shirt – too casual?
- Women need to dress one step more businesslike than men in order to be taken as seriously as men




Move Past Your Mistakes

- Men often see mistakes as normal course of business
 - *And don't think twice about them*
- Women often internalize mistakes
 - *And beat themselves up*
- Women are not able to easily forgive their mistakes
- Create a plan
 - *Give yourself 10 minutes to beat yourself up*
 - *Then drop it!*


Control Alcohol Intake **OPINION**


- Being the life of the party is fine in social situations, not work events
- A drunk man is funny
- A drunk woman is pathetic

A clear martini glass containing a clear liquid, garnished with three olives on a silver pick. The glass is set against a white background.

Do Not Undervalue Your Services


- Many business owners look to hire women because they are less expensive
- If you charge little, you demand little respect
- Don't be afraid to say "no"!
 - *Remind your boss of the value you bring to the company*
- If you own your own business
 - *Are you busy?*
 - *Then raise your rates!*

A 3D-rendered yellow dollar sign with a shadow, enclosed in a thin green rectangular border.



Set Boundaries





- Set boundaries
 - *But without malice*
- Decide what behavior you can accept, or not
 - *Think ahead*
 - *Practice responses before the situation*
 - Dirty jokes?
 - Swearing?
 - Insulting comments?
- Be clear within yourself
 - *If you're not sure of your own boundaries, then all behavior is acceptable*



Make an Action Plan

- What will you work on?
 - *Focus – what can you ignore?*
 - *Boundaries – are they clear?*
 - *Mistakes – how will you deal with them?*
 - *Respect – how can you earn it?*
 - *Imposter Syndrome – stop feeling like a fraud!*

Summary

-  • Focus on building respect
-  • Be professional
-  • Always ask: "What outcome do I want?"
-  • Be kind and compassionate, not indecisive or wishy-washy

Questions and Thank You!



This concludes the Continuing Education Program

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