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
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Thank you...
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...

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

PUT ON YOUR OWN OXYGEN MASK

BEFORE HELPING OTHERS...

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THE PROBLEMS ARE COMPELLING...

And all skills are needed with solutions...

MEN CAN NOT do it alone!
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 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.

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.


  - 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

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

What Women Can and are Doing: Start ups

The number of $10-milion-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).

1998

Technology Change

Social Change

Business Change

Political Change

CHANGE

TIME

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Business Case for Diversity

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

Creates
Operational
Reputational
Financial
Innovation

Value
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
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
  – 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

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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
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.


• To MAKE REAL CHANGES... requires BEING AT THE TABLE...and THAT requires STAYING
Confidence

• Strong links between actual success (e.g., salary, position) and attitudes and beliefs
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.
We’ve Met the Enemy – and She is Us

• Have CONFIDENCE to...

• CHANGE THE DIALOGUE... and change the game
  – Personal
  – Business

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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 heart
– 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.

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**.

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

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Resources

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

It’s ELEMENTAL:


HBR: