

Women in Leadership

Self Advocacy

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LEARNING
EXPERTS

 Member
Events





Female Drivers – Women in Leadership



July 8th

The Power of Emotional Intelligence



July 30th

Networking Event



August 19th

The Power of No



September 2nd

Sustaining your Leadership





Self Advocacy

- ❖ Workplace Satisfaction 2024
- ❖ Challenges of Self Advocating as a woman in the workplace
- ❖ Change Your Mindset
- ❖ Know your Worth & Communicate it Clearly





Workplace Satisfaction

70% of women said they were satisfied in their current role.

- Flexibility
- Location or ease of commute
- Flexible hours
- Work-life balance



Workplace Dissatisfaction

Compensation and opportunity for growth were decidedly the most cited sources of work dissatisfaction

- Compensation (53%)
- Lack of advancement or opportunity for growth (48%)
- Feeling undervalued and overlooked (63%)



**“Women are not
compensated as fairly as
men”**

82% of women agreed

54% strongly agreed





“Women are overlooked when it comes to career advancement”

76% of women agreed with this statement citing various obstacles two being

- Family/motherhood

- Not being aware of opportunities available





The Challenge

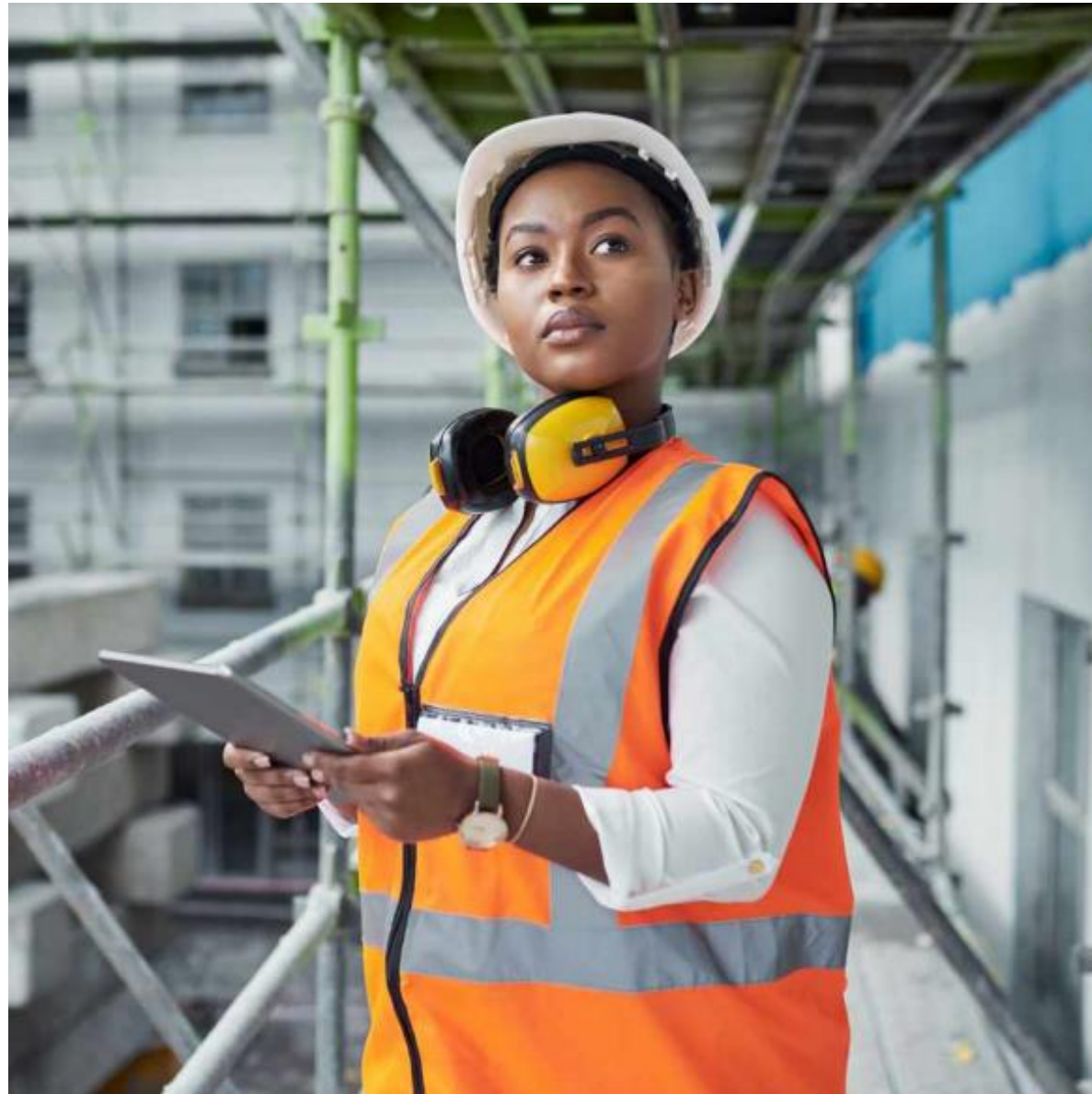


Women face a unique gender challenge when it comes to self-advocating.

There have been various studies that point to a negative perception of women who assertively advocate for themselves in the workplace as well as those who do so without being assertive enough.

The perception disadvantage increases for women of colour who self-advocate.

Unconscious Bias



73% of women experience bias at work

<1/3 of women say they've seen bias against other women in the workplace

Common Biases Faced



Maternal

Motherhood triggers false assumptions that women are less committed to their careers—and even less competent.



Likeability

We expect men to be assertive, so when they lead, it feels natural. We expect women to be kind and communal, so when they assert themselves, we like them less.



Intersectionality

Women can also experience biases due to their race, sexual orientation, a disability, or other aspects of their identity.

Common Biases Faced



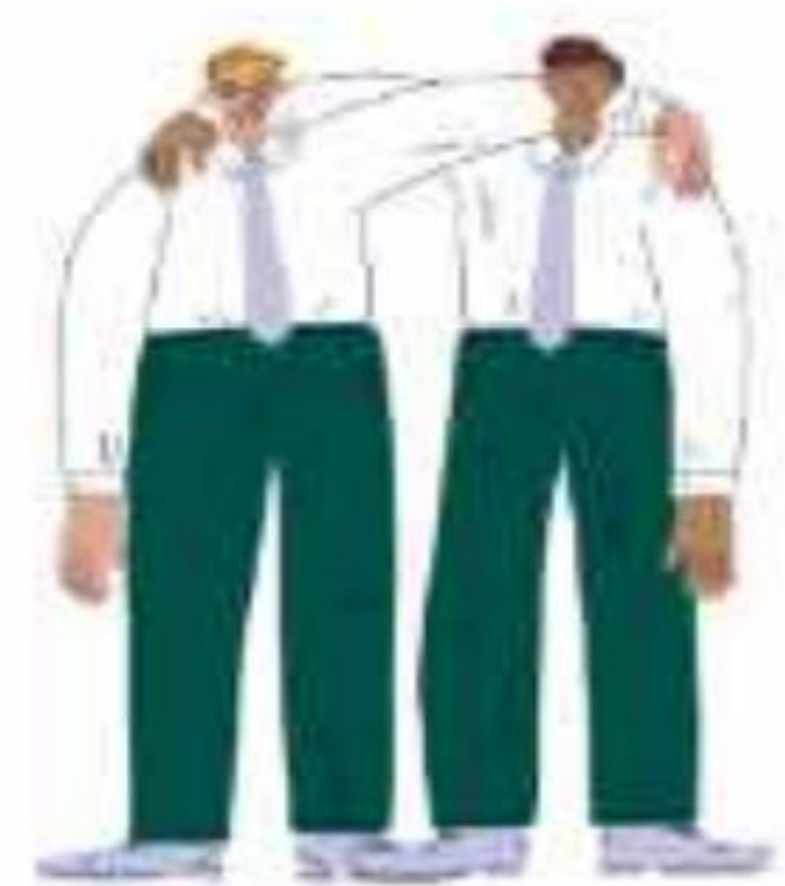
Performance

incorrect assumptions about women's & men's abilities



Attribution

Because we see women as less competent than men, we tend to give them less credit for accomplishments and blame them more for mistakes.



Affinity

we gravitate toward people like ourselves in appearance, beliefs, and background. And we may avoid or even dislike people who are different from us.

Microaggressions



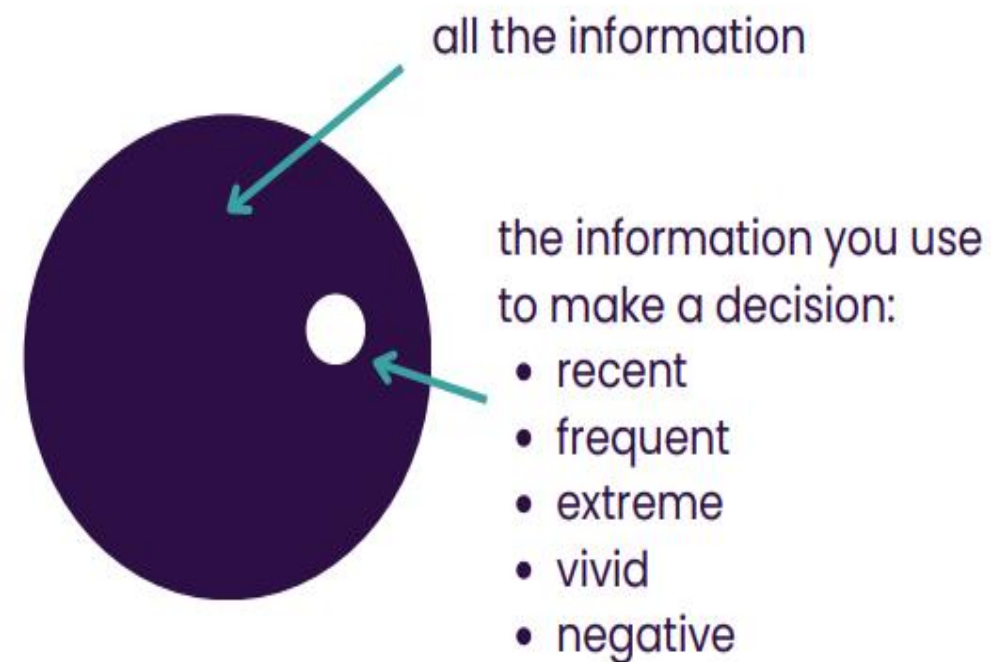
Microaggressions

comments & actions that demean or dismiss someone based on their gender, race, or other aspects of their identity.

Bias we inflict on ourselves



Negativity
incorrect assumptions
about women's & men's
abilities.



Availability
Relying on information that
comes quickly to mind,
deem it incorrectly
significant.



Confirmation
we selectively consume
info to confirm what we tell
ourselves & our beliefs.

A woman in a dark business suit and white shirt is shouting into a large, black megaphone. She has a determined and somewhat aggressive expression. The background is a plain, light-colored wall.

“Don’t blow your own trumpet”

“If she was chocolate she’d eat herself”

“Self praise if no praise”

“Who does she think she is?”

“Be happy with where you are, someone more qualified/experienced can come and do your job tomorrow”

“I’m lucky just to be where I am”

“By speaking up my weaknesses will be noticed”

“My achievements don’t match up to the criteria”





What stops you from self
advocating?

Is there a bias holding you
back?

Is it Internal or External ?

Now . . .

Lets change this!



**Alexis Kanda-
Olmstead**

“Empowerment is the process of accessing and using your personal power. It’s about speaking your truth, taking action and making conscious choices that support you in work and life”





A few basics to get started



Take control



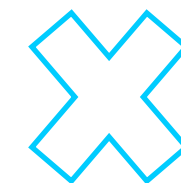
Change your mindset



Shape your story



Own your achievements



Find your tribe

What Kind of Mindset Do You Have?

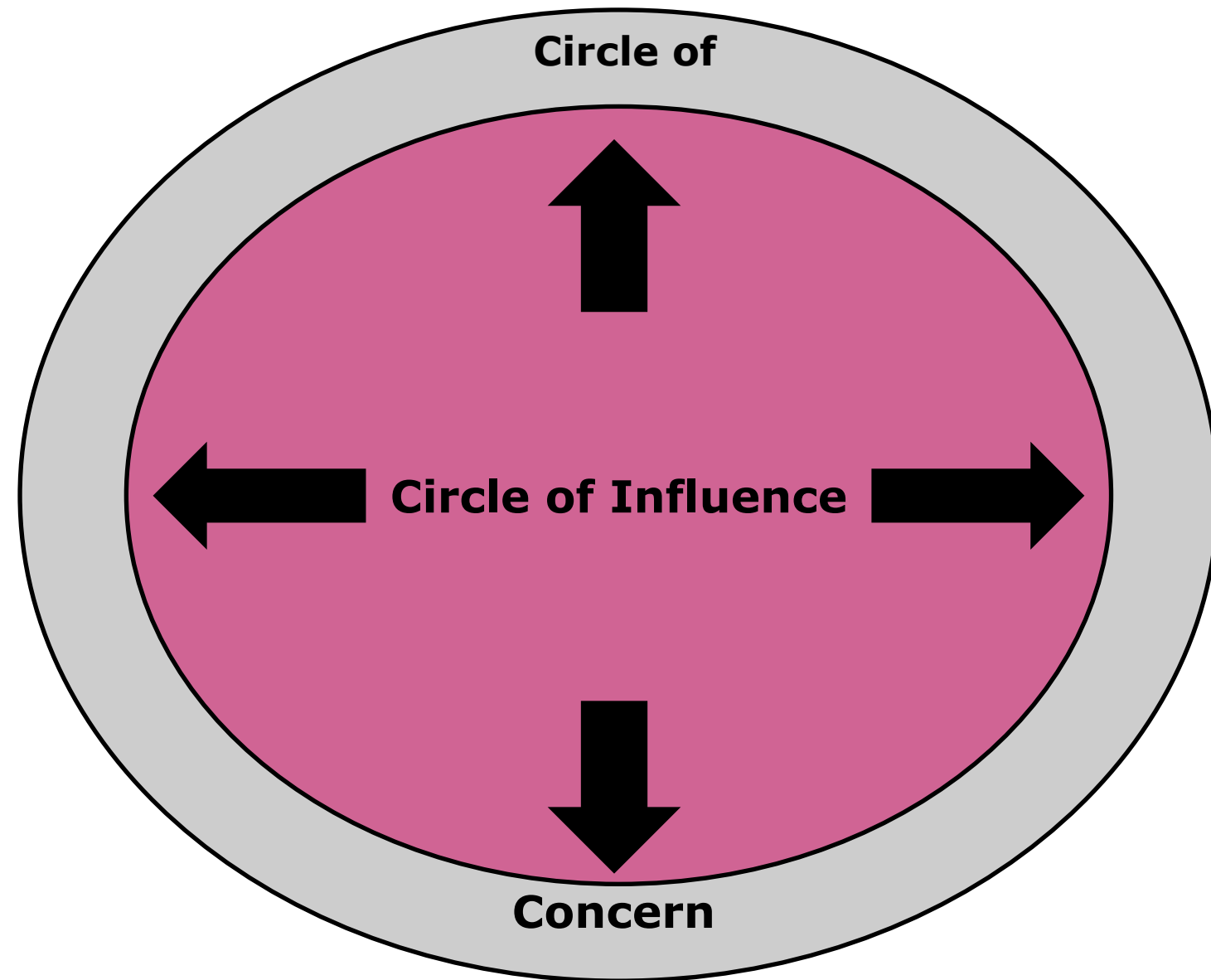


I can learn anything I want to.
When I'm frustrated, I persevere.
I want to challenge myself.
When I fail, I learn.
Tell me I try hard.
If you succeed, I'm inspired.
My effort and attitude determine everything.



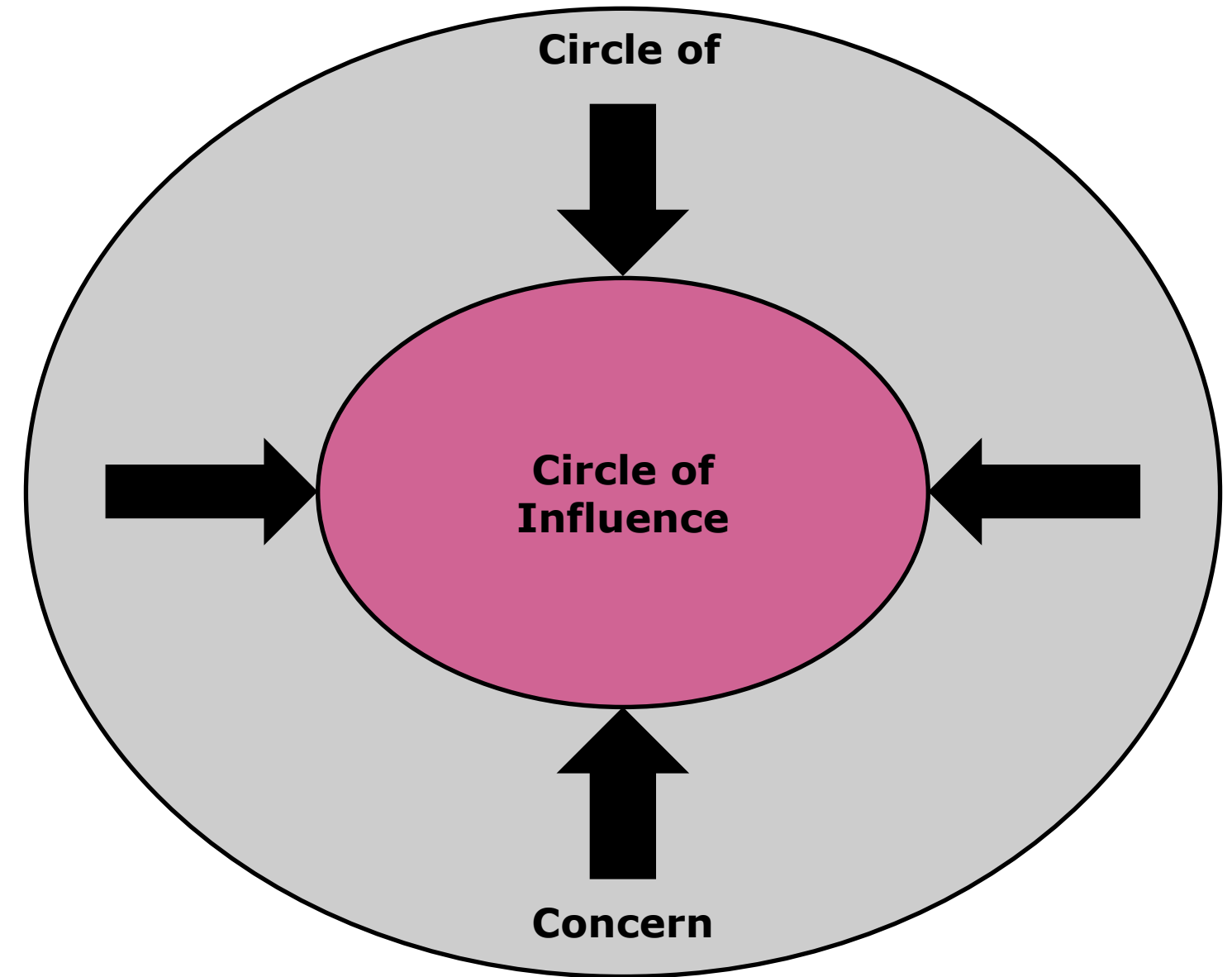
I'm either good at it, or I'm not.
When I'm frustrated, I give up.
I don't like to be challenged.
When I fail, I'm no good.
Tell me I'm smart.
If you succeed, I feel threatened.
My abilities determine everything.

Think Pink!



Proactive Focus

Positive energy enlarges circle of Influence



Reactive Focus

Negative energy reduces Circle of Influence



***“For some people just being themselves
can be a revolutionary act”***



Tiffany Alvoid





Beware of your Inner Critic



Watch your Language





Own your Achievements



Write them down and document them





The Confidence Gap

Women believe they have to meet ...% of the hiring criteria before they apply for a particular role

Men believe they have to meet ...% of the hiring criteria before they apply for a particular role

Men typically apply for jobs when they meet 60% of the hiring criteria, while women wait until they meet 100%!



Alexis Kanda-Olmstead - Video





If you are

60%

Give it a go!





How to do it Authentically

- Speaking your opinions honestly in a healthy way
- Making decisions that align with your values and beliefs
- Pursuing your passions
- Listening to the inner voice
- Allowing yourself to be vulnerable and open-hearted
- Setting boundaries



Be Assertive

When we're assertive we are able to . . .

- ❑ Confidently express our needs and wants.
- ❑ Stand up for ourselves, and we're not afraid to speak our minds.
- ❑ Get what we want and need
- ❑ Gain respect and trust from our colleagues and people we work with





How to go about it . . .



Be specific with what you want



Use data to support your request



Prepare & Plan



Communicate simply using confidence & gratitude



Be persistent



Know Your Worth

Define Your Value



Communicate it Clearly

Earning What you are Worth



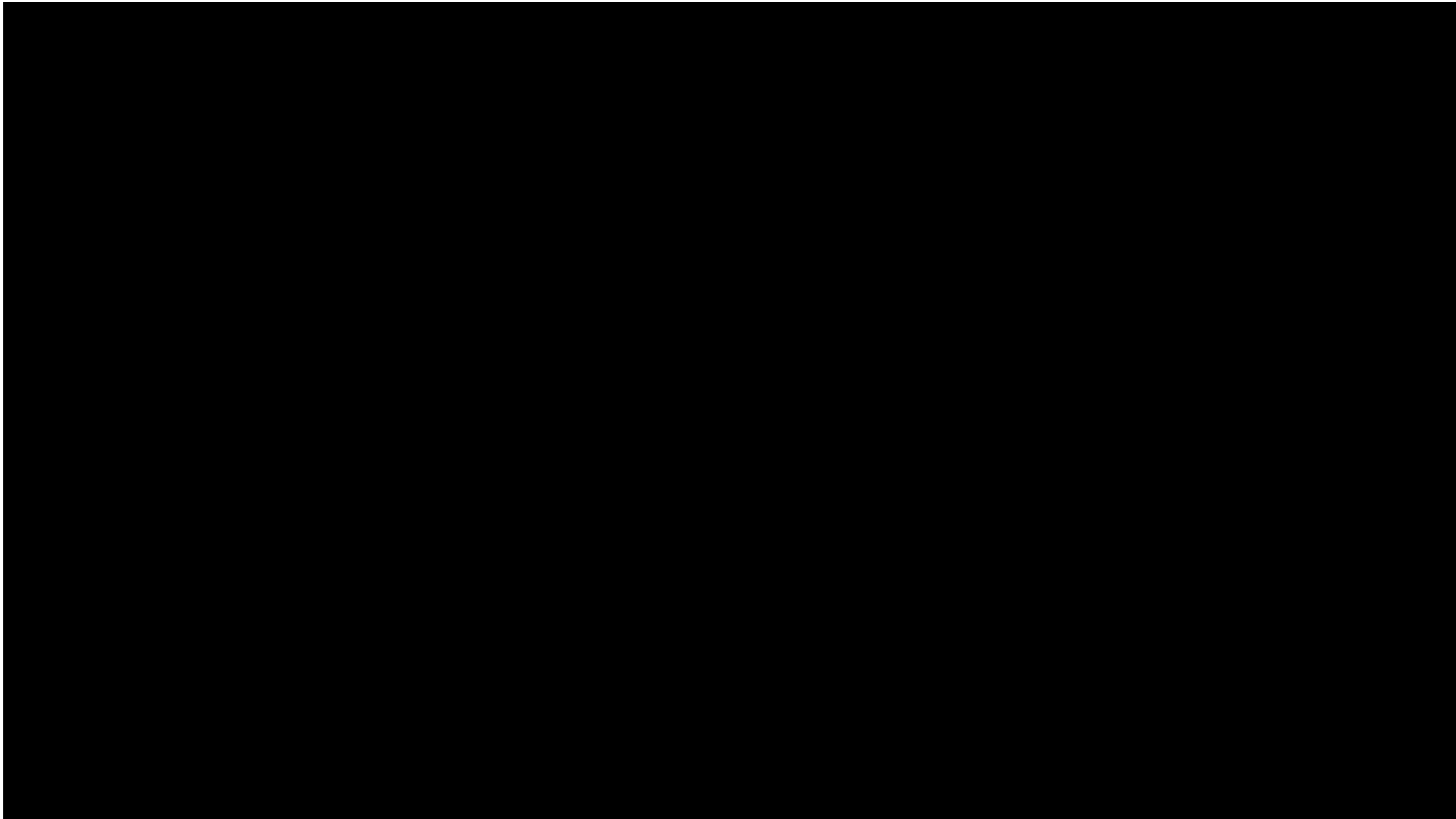


Carol Sankar
is an investor,
advisor, best
selling author
and founder
of the
Confidence
Factor for
Women

The Confidence Factor

1. Know the power of negotiation
2. Have a good balance of support and mentorship
3. Find your inner circle

https://youtu.be/qlbV1UzJ004?si=yd3-CZ_KjMGYJ4IW





Questions & Further Discussion



Resources

Books

No Explanation Required: A woman's guide to assert your confidence and communicate to win at work
Carol Sankar

The Confidence Factor for Women in Leadership – Carol Sankar

Thrive in Color: How to Master Self Advocacy and Command Your Career as an Underrepresented Professional – Devika Brij

The Imposter Cure: Escape the Mind Trap of Imposter Syndrome – Dr. Jessamy Hibberb

The 7 Habits of Highly Effective People – Stephen Covey

Videos

Confidence Gap – Alexis Kanda-Olmstead
<https://binged.it/3RGiiXE>

The Confidence Factor – Carol Sankar
https://youtu.be/qlbVIUzJOO4?si=yd3-CZ_KjMGYJ4IW

The Secret of Self Advocacy – Bhavana Bartholf
<https://youtu.be/FkgQ9f7KJaw?si=Cs9mfNGNQbRYoxT2>

Eliminating Microaggressions: The Next Level of Inclusion – Tiffany Alvoid
<https://youtu.be/cPqVit6TJjw?si=RdgSo8O2qQz0IHEQ>

Know your worth – Casey Brown
<https://youtu.be/PaxNc5-qn6s?si=VlbPAueNKnPmoiNi>

Resources

Websites

Alexis Kanda Olmstead

<https://alexiskanda-olmstead.com/>

Carol Sankar

<https://www.carolsankar.com/>

The Self Advocacy Gap for Women

<https://www.indeed.com/career-advice/career-development/women-self-advocacy>

5 Steps Women can take to Self Advocate

<https://www.forbes.com/sites/ellevate/2020/08/25/five-steps-women-can-take-to-self-advocate/>

4 Principles of Negotiation

<https://www.atlas101.ca/pm/concepts/fisher-and-urys-four-principles-of-negotiation/>



Thank You

Women in Leadership
Mini-Programme