



# *10 things you could do to advance your career*

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*Women in Leadership - Kristen Raison*

# LET' BEGIN WITH SOME STATS...

January 2019 Labour Force Statistics Indicated:

**5,983,900 Women Employed In Aust (2.4% Increase 12 mths)**

**For Comparison**

**6,767,900 Men Employed In Aust**

**FORECAST: The 5 Years To May 2023**

**Growth In Female Employment To Continue Outpacing males.**

**Driven By Strong Projected Increases In Female Full-time Employment.**

**Female Employment to Grow By 8.8%  
Compared to Males 5.6 %**

OVER THE PAST FOUR DECADES, WOMEN IN EMPLOYMENT HAS GROWN BY **184%** SINCE 1978; COMPARED WITH **74%** FOR MEN



SOURCES: AUSTRALIAN BUREAU OF STATISTICS / PROPERTY COUNCIL OF AUSTRALIA



# 1. CONNECTIONS ARE KEY

## Women who:/are

- Have a solid support group of other women more likely to attain high-ranking leadership positions.
- > 75% of high-ranking women had strong ties to a female-dominated inner circle.
- wide network of female-dominated inner circle had an expected job placement level that is 2.5 times greater than women with small networks and a male-dominated inner circle
- social networks that resembled that of their male counterparts more likely to hold low-ranking positions.

**BUILD your Career Board of Directors!**

The things you

**REGRET**

most in life are the

**RISKS**

you didn't take

2. TAKE RISKS & HAVE  
PERSEVERANCE

Powerful women :

- strength to take risks,
- learn from failure,
- deal with remarks, insults or stereotypes
- courage to fight for what they believe in
- never give up, no matter how hard a challenge is.

Being a female leader in a male-centric business world requires the strength and confidence to deal with every obstacle or setback.

BE ADAPTABLE



### 3. BE ADAPTABLE

Use being a woman to your advantage!!

How awesome is it to be different!

Better ideas, diversity of thought.

Be confident, creative, and persevering, but above all else, be adaptable.



## 4. HAVE A PLAN

Your Husband or Partner is NOT your superannuation PLAN!!

Think about who you're going to be and what you're going to contribute.

Have a growth Mindset

Set Goals, Take action, Measure outcomes.

Build your Mosiac Career – way more FUN!

“ Women need to feel that we meet 100% of a job’s qualifications before we apply. Men, however, only need to feel 60% qualified before hitting ‘send.’ ”

## 5. ASK FOR WHAT YOU WANT

“ Let people know you have ambition, they can’t tell by looking at you!” Ita Buttrose

Powerful women know how to ask for what they want and need to be successful.

Instead of falling victim or waiting for someone to see barriers and remove them, women must be empowered to take charge of these situations themselves.

Those who do will be the most powerful in the room.



impostor  
syndrome



## 6. Don't fall for IMPOSTER SYNDROME

To put it simply, it is the experience of:

- **feeling like a phony**
- **you feel as though at any moment you are going to be found out as a fraud**
- **like you don't belong where you are, and you only got there through dumb luck**





## 7. STOP TRYING TO ACT LIKE MEN!

Women are consistently penalised in the workplace for the same behaviours that men are rewarded for, up to and including literally having children.

Well-worn axioms ring hollow and disingenuous, when you know that in practice, they'll be used against you.

- *Fight for that promotion.*  
Men are driven; women are demanding.
- *Insist on being heard in meetings.*  
Men are self-confident; women are shrill.
- *Push your team to deliver against all odds.*  
Men are strong leaders; women are bitches.
- *Stop apologizing so much. Stop using so many emojis.*  
Men are assertive; women are, oh right, bitches again.

What would happen if we flipped the script?



## 8. KEEP YOUR EMOTIONS IN CHECK

- Work on your EQ
- Tighten your trusted circle of influence
- Remain calm during a crisis
- Don't get drawn into water cooler chat



## 9. POSITIVE SELF TALK

- Shut down the internal voice
- If you have one voice or a village – shut it down!
- Work on the self positive talk , challenge your positive thinking

Besides, if men are doing everything right, why:  
do [women-led startups make more money](#)?  
do companies with more women in  
leadership [achieve greater innovation](#)?  
is it that teams that include at least one  
woman [solve problems more effectively](#) and have  
a [higher collective IQ](#)?



## 10. FINALLY Be AUTHENTIC

- ***Fight for fairness & transparency.***  
Know your own worth, but also know the worth of the people
- ***Insist on everyone being heard in meetings.***  
Notice when people are getting talked over and make it your job to ensure they get a turn to speak.
- ***Coach your team to do their best work.***  
Be open to pushback and conflicting opinions. Continue to learn and grow as a leader. Have compassion.
- ***Err on the side of over-communicating.***  
Own your mistakes. Apologize when you screw up or hurt someone, even if unintentionally.
- And however many [emojis](#) you're currently using, **you need another one**

Treating people with compassion should be reason enough to work just as seriously at the “soft skills” as you work on the rest.

But if you need some more motivation, consider this:

A happy team is a team that gets shit done.