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Women: Why NOW is the Best Time in History to Invest in Your Leadership

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It's time for positive
CHANGE



Women: Why NOW is the Best Time in History to Invest in Your Leadership

April, 2018





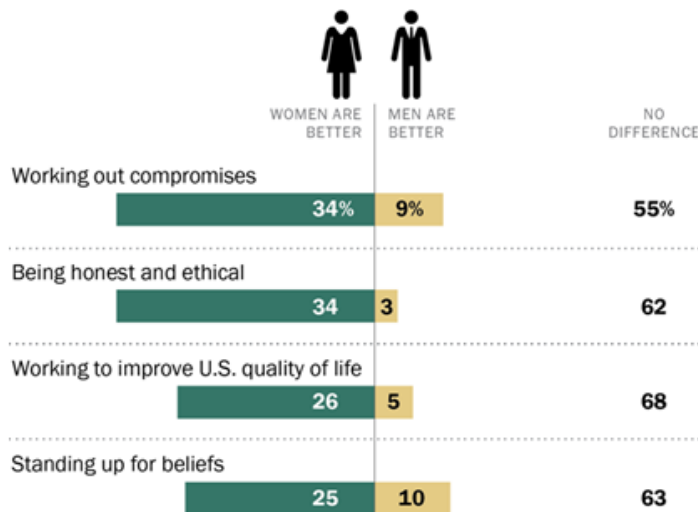
Women have power. Today, the United States workforce is pretty evenly split, half male workers, half female. Additionally, we've seen a steady rise in female managers over the years—so much so that women now hold 50% of middle management positions according to a [recent report](#) by the International Labor Organization. ([IMD.org](#))

Unfortunately, there's still a severe shortage of women leaders in upper management and C-level positions. To me, the time is ripe for women to step into their leadership potential and start claiming these roles.

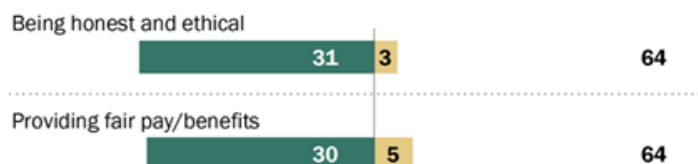
According to a study by the [Pew Research Center](#), most Americans perceive men and women to perform equally in leadership positions. In fact, women are thought to be better in certain areas, such as “working out compromises” “being honest and ethical,” and “standing up for their beliefs.”

Women Excel at Compromise, Men at Risk-Taking; But Overall, Majority of Public Sees Little Difference

*In **politics**, the % saying women/men in top positions are better at ...*



*In **business**, the % saying women/men in top positions are better at ...*





Note: "No answer" not shown.

Source: Pew Research Center survey, Nov. 12-21, 2014 (N=1,835)

PEW RESEARCH CENTER

Q19, 21

So, what's holding women back from achieving those much-coveted C-Level leadership positions? [Pew Research's study](#) shows that, "about four-in-ten Americans point to a **double standard** for women seeking to climb to the highest levels of either politics or business, where **they have to do more than their male counterparts to prove themselves.**"

Does their study fit with your personal experience? Have you had to fight, tooth and nail, to advance up the ladder while some of your male counterparts have sailed through with little resistance?

I've talked with plenty of people who have had this experience. And, yet, I am optimistic that the tide is changing. With so many women in middle management AND so many highly educated women entering the workforce, we have better opportunities than ever before to affect change. A few women have squeezed their way into C-Level roles (such as CEO of GM, Mary Barra, or CEO of PepsiCo, Indra Nooyi), and they are paving the way for the rest of us.

SO, here's the big question: HOW do you amp up your leadership in a big way? What can you do to prove yourself *besides* consistently doing quality work? Here are a few ideas:

- **Create a personalized business case.** This is more than a vision—it's a concrete plan to take your organization to the next level (We work on creating personalized business cases in my multi-day workshop, [Advancing Women Leaders](#)).
- **Start leading team meetings.** If you don't already, make an effort to take an active leadership role during team meetings. Be bold and put forth your ideas (and be sure to do your research to back up your propositions!)

- **Make your aspirations known.** If your boss doesn't know you'd like to reach the next leadership tier, they may not think of you when a position opens up. If, on the other hand, they are aware of your aspirations, you will be squarely on their radar.
- **Find a mentor.** Network and connect with those in "high places." Whether in your company or not, it's a good idea to routinely sit down and talk with someone in an upper-level leadership position. That individual can give you valuable insight into their experience on the job and how they were selected for their position.
- **Attend a proven leadership course.** There are SO many leadership programs and workshops available to us today that it can feel completely overwhelming. Do your research and select a program that fits your aspirations. Remember: An investment in your future is one of the most valuable investments you can make.

To you!

Margaret

Advancing Women Leaders

Work with three leadership experts, Margaret Smith, Mary Jacobs and Nancy Johnson, to ADVANCE your career and BUILD your executive presence.

- Strengthen Business & Financial Acumen
- Build a Personalized Business Case
- Develop Your Executive Presence



The program begins with a full-day retreat on May 18 and continues every week on Thursday evenings from May 24 through June 21.

[Download the PDF for more information.](#)

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This is YOUR time. Commit to a better year and a better YOU with a [Insights Deeper Discovery](#) workshop. Our next one will be held on Thursday, April 19th. More details about this transformative program on [our Eventbrite page](#).

"I left feeling affirmed and challenged to take those next couple steps on the way to the Real Me." - Mary, workshop participant



UXL's mission is to create leaders, promote positive change, and enable businesses and individuals to transform their dreams into reality. **Margaret Smith** is a career coach, speaker, author, licensed [Insights Discovery practitioner](#), and adjunct professor at St. Kate's University with 27 yrs experience as a Senior Leader for 3M. [Learn more about Margaret and UXL.](#)

The Ten-Minute Leadership Challenge is an instructive and interactive book meant to guide and motivate you to **achieve your full leadership potential**. Let this book be your constant companion as you learn **useful tips and gain valuable insights** to help you develop into a savvy business professional and a confident leader. Start your journey to success today. **Do you have ten minutes?**

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Margaret is a licensed Insights Deeper Discovery practitioner. She guides individuals undergoing a transition through her program, [Intentional Discovery](#), co-founded with [Dr. Jean Davidson](#) (Davidson Consulting and Coaching).

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