



Wonder Woman: There is More than One





Agenda

Bobbie Jean S. Huerth
She/Her/Hers

Sarah Stilp
She/Her/Hers

Beth Warner
She/Her/Hers

Introductions

Menti Quiz and Statistics

Perception of Women in
Workplace

Empowerment

Allyship



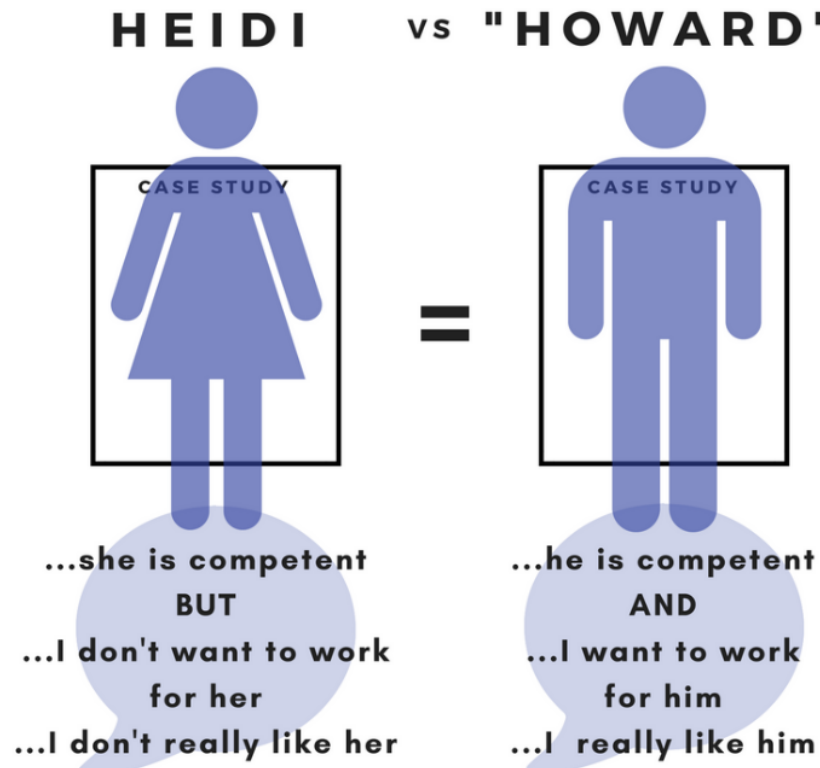
Join the Menti

Go to www.menti.com and enter code **8406 2597**



Perception of Women in the Workplace

Research has clearly shown that success and likeability are positively correlated for men and negatively correlated for women.[^]





Perception of Women in the Workplace

For women, "self-doubt becomes a form of self-defense."



Perception of Women in the Workplace

(and everywhere else!)





Perception of Women in the Workplace

Managers Use More Positive Words to Describe Men in Performance Reviews and More Negative Ones to Describe Women

Words used to describe men

Analytical	
Competent	
Athletic	
Dependable	Arrogant
Confident	
Versatile	
Articulate	
Level-headed	
	Irresponsible
Logical	
Practical	

POSITIVE

NEGATIVE

IN DESCENDING ORDER
OF RELATIVE FREQUENCY

Words used to describe women

Compassionate	Inept
	Selfish
Enthusiastic	Frivolous
Energetic	Passive
	Scattered
Organized	Opportunistic
	Gossip
	Excitable
	Vain
	Panicky
	Temperamental
	Indecisive

POSITIVE

NEGATIVE

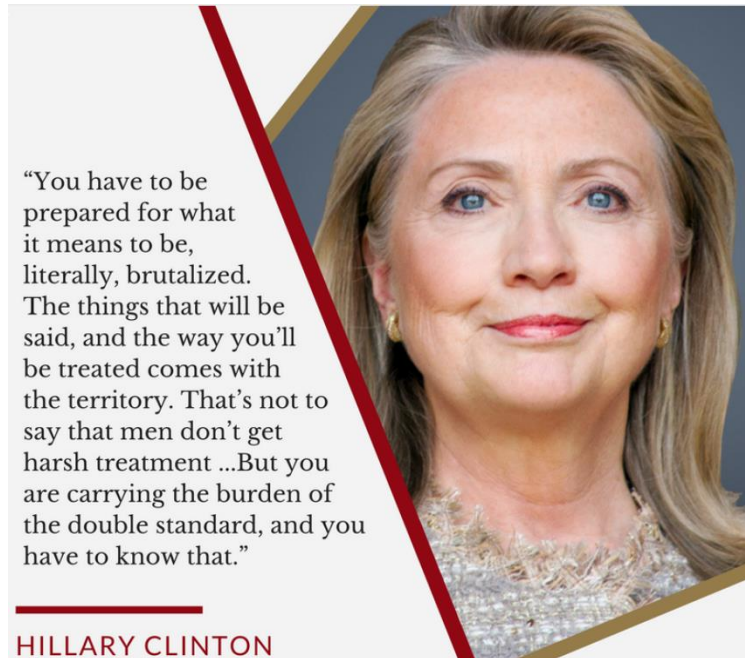
SOURCE AN ANALYSIS OF 81,000 PERFORMANCE EVALUATIONS, DAVID G. SMITH ET AL., 2018

© HBR.ORG



Perception of Women in the Workplace

- Research has consistently established that women are seen as less fully human when evaluators focus on the way they look, regardless of their professional role (American Psychological Association)
- Comments on female candidate's appearance can seriously affect how likely people are to vote for her^
- It's not just negative comments. When any comment on a female candidate's appearance is made, voters see them as "less in touch, less likable, and even less qualified." Male opponents are not damaged at all by looks-based coverage.^



Perception of Women in the Workplace



What can be done?

- Be aware of these biases – recognize and acknowledge them.
- Appropriate bias training is important so that all members of an organization are aware of not only their actions but also the language and words that they employ.
- Create a culture where all organizational members engage in this debate and discourse and men are seen as ambassadors for equality and female leaders.
- Take a closer look at workplace policies and reframe what a "leader" really means. We need to assess traditional gender norms and prevent them from impacting the way we assign and value leadership qualities.
- Commit to empowering the girls and women around you – in big and small ways.

*Each time a woman
stands up for herself,
without knowing it
possibly, without
claiming it, she
stands up for all
WOMEN.*

- Maya Angelou



Empowerment of Women and Girls

Empowerment Model

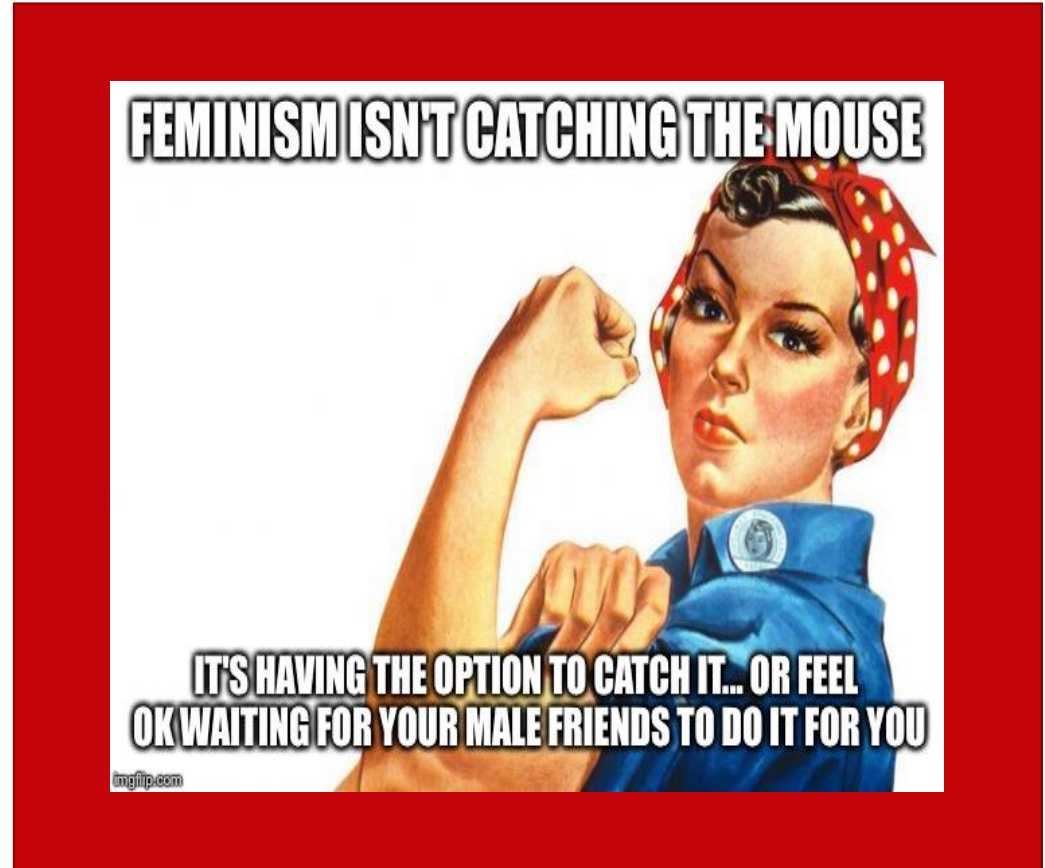
- Expansion of Choice
- Identify Aspirations
- Strengthen Voice



Empowerment of Women and Girls

Expansion of Choice

- Input on policies women are impacted
- Opportunity to make informed voluntary decisions





Empowerment of Women and Girls

Identify Aspirations

- Go for it! Ask yourself what you want, not what others want
- Develop Skills by taking classes, workshops, reading books & articles, etc.



Empowerment of Women and Girls

Strengthen Voice

- Solidarity - Mutual support of women – have other women's back
- Collective Action – Disrupt bias by saying something in the moment or as a follow-up





Empowerment of Women and Girls

Strengthen Voice: Disrupting Bias





Reflection

Share an experience when using this "purple flag" strategy would have been helpful in confronting bias



7 Tips to Empower Yourself as a Woman

1. Stand up for Yourself
2. Say NO to People
3. Think Positive, Empowering Thoughts
4. Choose to be a Warrior, Not a Victim
5. Take Care of Yourself
6. Only Surround Yourself with People that Empower You and Treat you as an Equal
7. Empower Others and Give Back



Allyship

Make Sure Women's Ideas are Heard



"That's an excellent suggestion, Miss Triggs. Perhaps one of the men here would like to make it."

"That's an excellent suggestion Mrs. Triggs, perhaps one of the men here would like to make it"

- Women are interrupted more often than men
- When this happens, say "I'd like to hear her finish, then we can hear your thoughts"
- Women's ideas are often attributed to others – correct people



Allyship

Challenge the Likeability Penalty



- When you hear a woman called "bossy" or "shrill" ask for a specific example and then "would you have the same reaction if a man did/said the same thing?"
- This technique works to allow reflection and disrupt bias



Allyship

Celebrate Women's Accomplishments



- Look for ways to celebrate women
- You see a woman co-worker get a promotion or a job well done -- Celebrate
- You see a woman do a presentation – Call attention to it!



Allyship

Encourage Women to Go for It



- Women are prone to more self-doubt
- Women tend to underestimate own performance
- Look for ways to boost Women's confidence and provide support



Allyship

Give Women Direct Feedback

- Research shows women are 20% less likely to receive actionable feedback
 - Fear of emotional response or of hurting women's feelings prevents supervisors from providing helpful feedback to women
 - This limits women's professional growth
 - Without clear guidance from managers, women tend to work harder to understand expectations in their jobs



Allyship

Mentor and Sponsor Other Women

- Research shows men tend to gravitate toward other men due to interests
- Women are less likely to have mentors who advocate for them
 - This type of sponsorship is needed as it can open doors for promotions and other opportunities





Allyship

Mentor and Sponsor Other Women



Small Group:

What's the best way you have been lifted-up or mentored by a woman?

VectorStock®

VectorStock.com/25820569

Questions



Beth Warner

She/Her/Hers

[linkedin.com/in/bethwarner](https://www.linkedin.com/in/bethwarner)

Bobbie Jean S. Huerth

She/Her/Hers

[linkedin.com/in/huerthbobbiejean](https://www.linkedin.com/in/huerthbobbiejean)

Sarah Stilp

She/Her/Hers

[linkedin.com/in/sarahelizabethstilp](https://www.linkedin.com/in/sarahelizabethstilp)

