



EMILY ROGERS


CONSULTING + COACHING

*Grow.*



Women Are  
Already  
Empowered





The rise of women in leadership  
would not have been possible  
without the female luminaries  
that came before us.

1776

*"Remember the ladies".*

Persuasive

ABIGAIL ADAMS

advocated to the  
founding fathers for  
women's equal rights



1849

# Surgeon

ELIZABETH BLACKWELL

first women to attend  
medical school and  
practice medicine



1849

Freedom fighter

**HARRIOTT TUBMAN**

abolitionist, led dozens of  
enslaved people to freedom



1891

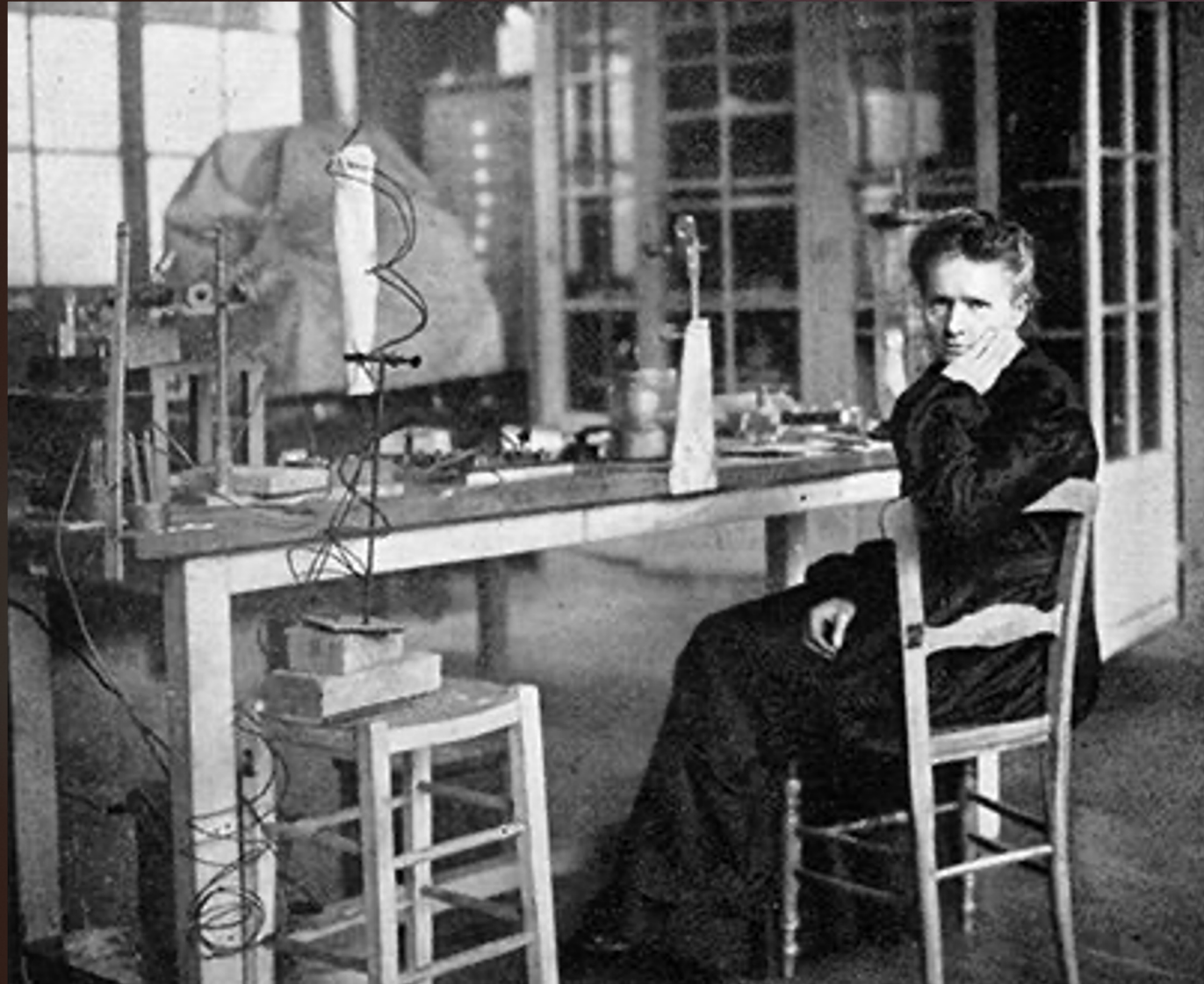
# Ground-breaker

JANE ADDAMS

social reformer, first  
woman to win a  
nobel peace prize



1903



Physicist

**MARIE CURIE**

first women to be  
awarded nobel physics  
prize

1912

Persevering  
**JULIETTE GORDON LOW**  
founded the girl scouts of  
america



1912

Valiant  
MARIE MARVINGT  
first female combat pilot



1913

# Fighter

ELIZABETH CADY STANTON

fought for the 19<sup>th</sup>  
amendment granting  
women the right to vote



1916



Congresswoman

JEANETTE RANKIN

first female congresswoman

1922

Judicious  
NELLIE TAYLOE  
first female governor



1928

Fearless  
**AMELIA EARHART**  
first women to fly solo across  
the atlantic



1934

# Director

LETTIE PATE WHITEHEAD  
EVANS

first female to serve as a  
director on the board of a  
major corporation, coca-  
cola



1938



**Bold**

**FRIDA KAHLO**

revolutionary female artist  
who mixed reality with  
fantasy on subjects of  
identity, gender, class and  
race

1946

Compassionate  
**ELEANOR ROOSEVELT**  
instrumental in drafting  
the universal declaration  
of human rights



1950



Ingenious  
**BROWNIE WISE**  
mastermind behind the  
tupperware party and  
at-home sales channel

1955



Courageous  
ROSA PARKS  
civil rights activist

1958

Trailblazer  
**MARY JACKSON**  
first black female  
engineer at NASA



1962

## Risk-taker

LUCILLE BALL

first women to run a major  
television studio



1963



Ceiling-breaker  
**KATHERINE GRAHAM**  
first female CEO

1970



Disruptor

**BETTY FRIEDAN**

led first large-scale  
women's strike for  
equality march

# MARTHA STEWART'S *Hors d'Oeuvres*

*The Creation and  
Presentation of  
Fabulous Finger Foods*



1972

Empire-builder  
**MARTHA STEWART**  
created a lifestyle brand  
and built an international  
media corporation

1973

Captain  
EMILY HOWELL WARNER  
first female commercial  
airline captain



1973

Warrior  
BILLY JEAN KING  
champion of  
“battle of the sexes”  
and gender equality



1976

News breaker  
**BARBARA WALTERS**  
first woman to anchor a  
nightly newscast





1981

Tenacious

SANDRA DAY  
O'CONNOR

first female to serve  
on the supreme  
court of the united  
states

1981

Designer

LIZ CLAIBORNE

CEO, first female-founded  
company to be listed on  
Fortune 500 list



1983

Astronaut

SALLY RIDE

first american woman in  
space

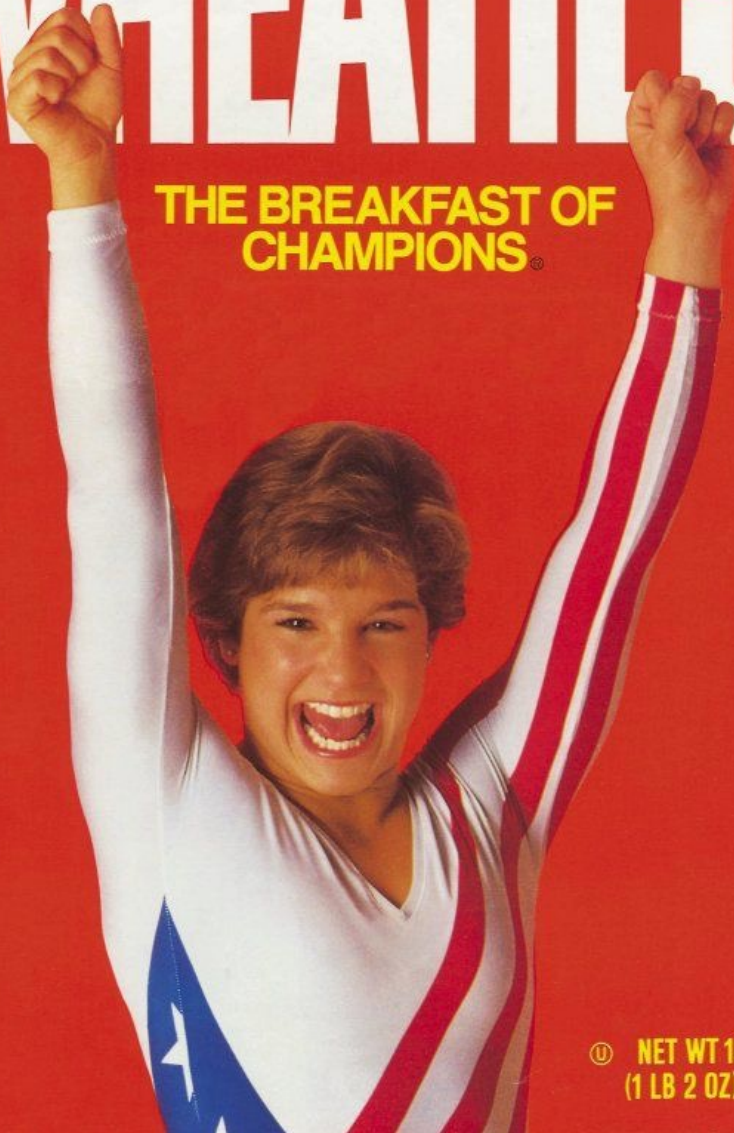


General & Mills

CRISPY CRUNCHY  
WHOLE WHEAT FLAKES

# WHEATIES

THE BREAKFAST OF  
CHAMPIONS®



U NET WT 18 OZ  
(1 LB 2 OZ) 510g

1984

## Champion

MARY LOU RETTON

first female to be featured  
on wheaties box

1983

Rockstar

ARETHA FRANKLIN

first female inducted to rock  
and roll hall of fame



1984

Boundary-pusher

MADONNA

best selling female recording  
artist of all time



1985

# Ground-breaker

**PENNY HARRINGTON**

first female chief of police  
of a major city





# Influencer

OPRAH WINFREY

1986, first female to own and produce her own tv talk show and first black female, billionaire

1993

# Tireless

RUTH BADER GINSBURG  
equal rights activist



1993

## Power player

**SHERYL SWOOPS**

first female signed to the  
WNBA and first female to  
have a signature athletic  
shoe



# Challenger

DANICA PATRICK

2005, first women to win an  
indycar series race



2006

# Silence-breaker

TARA BURKE

established "me too"  
movement

*me too.*



CA  
PRESS

# Resilient

SUE FULTON

2008, member of first female class  
of westpoint graduates



2008

Commanding  
**ANN DUNWOODY**  
first female 4-star general  
in the US army



2009



Iconic

MICHELLE OBAMA

first black FLOTUS, advocate  
and role model

2012



Entrepreneur

SARA BLAKELY

youngest self-made  
female billionaire in the  
world

2015



Fierce  
SARAH THOMAS  
first female NFL referee

2017



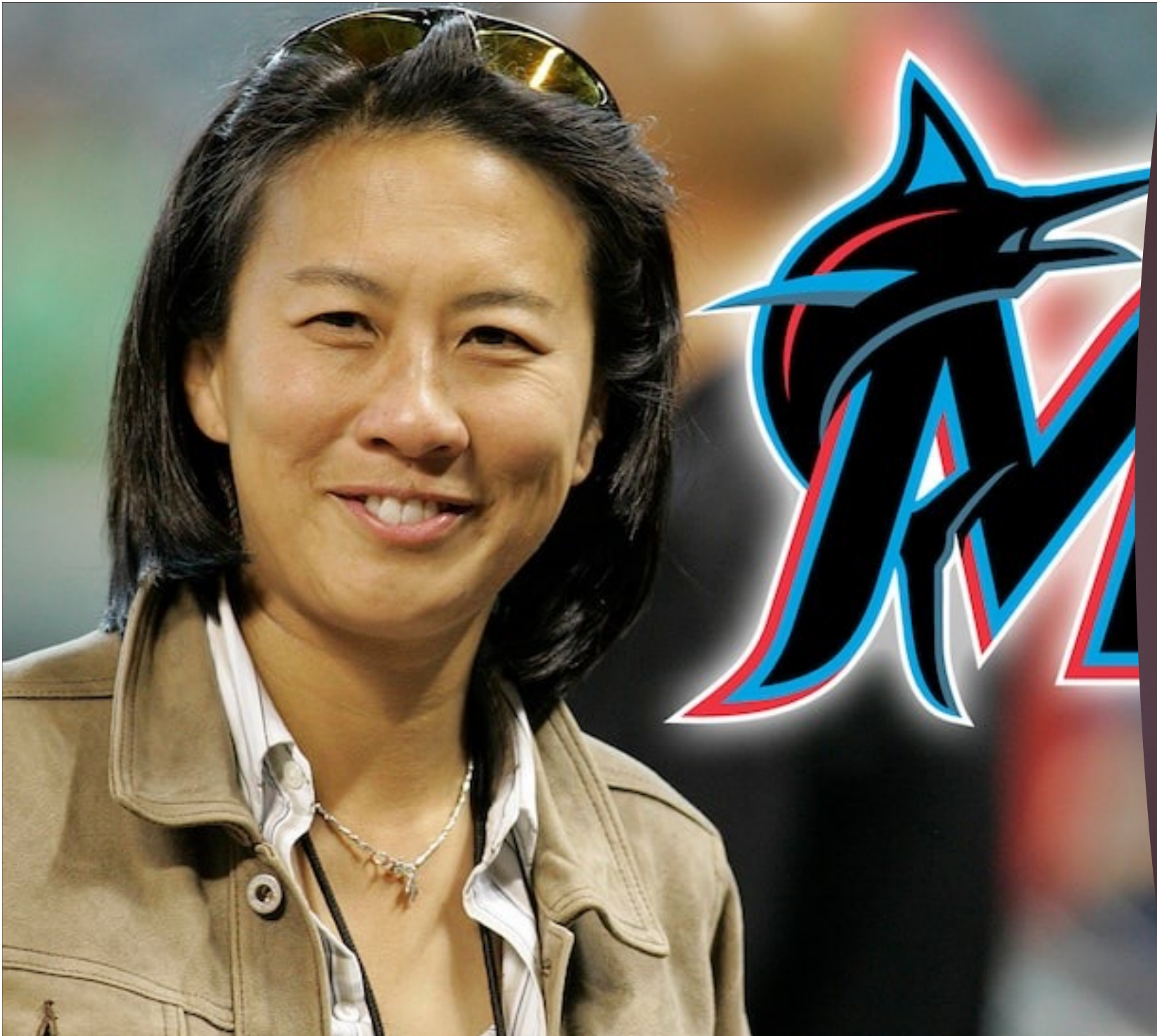
Powerful  
GEISHA WILLIAMS  
first Latino CEO of  
a fortune 500  
company, PG&E

2020

Steadfast

KIM NG

first female general  
manager in MLB



2021

*"I may be the first, but I  
will not be the last".*

vice president of  
the United States

KAMALA HARRIS

first female vice president



2036

*“I think to make the impossible more proximate, you have to treat it as if it is in reaching distance”.*

future president of  
the United States

AMANDA GORMAN





For more than 200 years,  
women have risen up and  
overturned old workplace  
concepts and structures.



Every woman behind these has benefitted from their refusal to accept the status quo.

We've come a long way!

# We make Virginia Slims especially for women because they are biologically superior to men.

That's right, *superior*. Women are more resistant to starvation, fatigue, exposure, shock, and illness than men are.

Women have two "X" chromosomes in their sex cells, while men have only one "X" chromosome and a "Y" chromosome...which some experts consider to be the inferior chromosome.

They are also less inclined than men to congenital baldness, Albinism of the eyes, improperly developed sweat glands, color blindness of

the red-green type, day blindness, defective hair follicles, defective iris, defective tooth enamel, double eyelashes, skin cysts,

shortsightedness, night-blindness, nomadism, retinal detachment, and white occipital locks of hair.

In view of these and other facts, the makers of Virginia Slims feel it highly inappropriate that women continue to use the fat, stubby cigarettes designed for mere men.



**Virginia Slims.**  
Slimmer than the fat cigarettes men smoke.  
With rich Virginia flavor women like.

**You've come a long way, baby.**

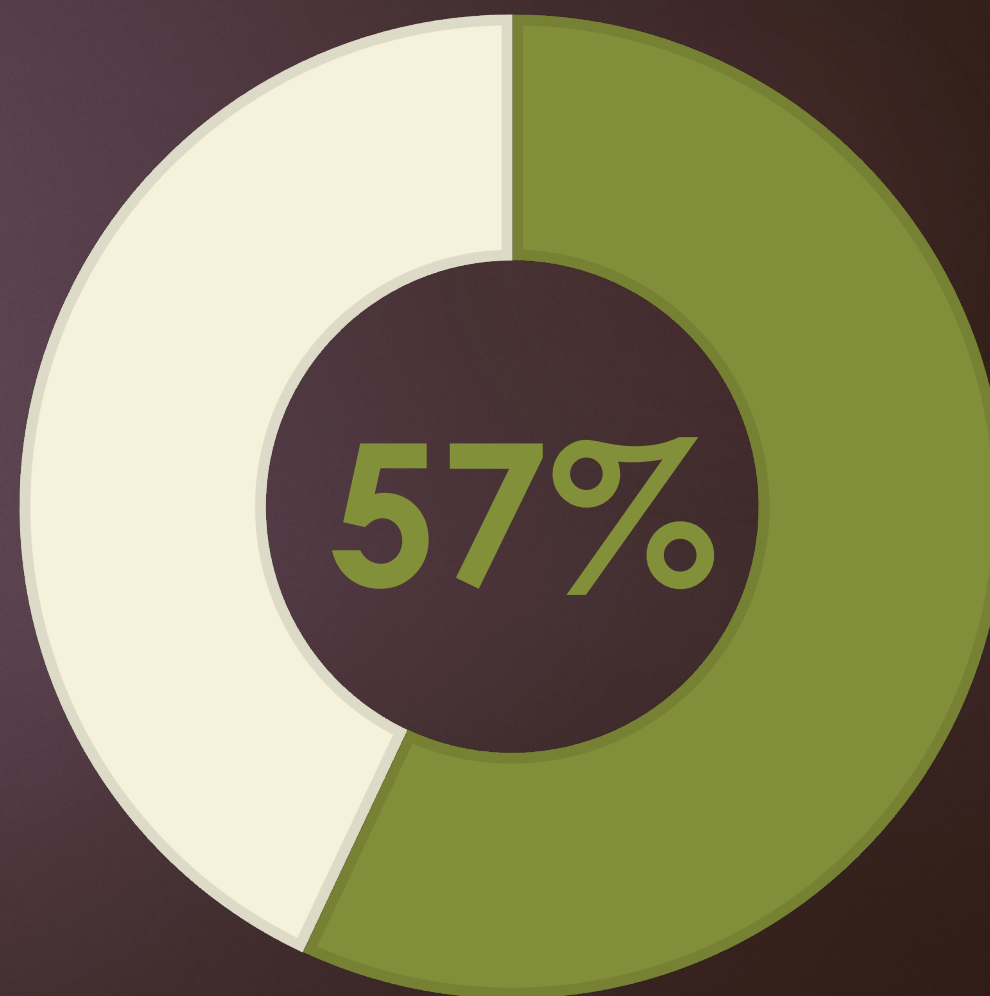


And we  
continue  
to rise!

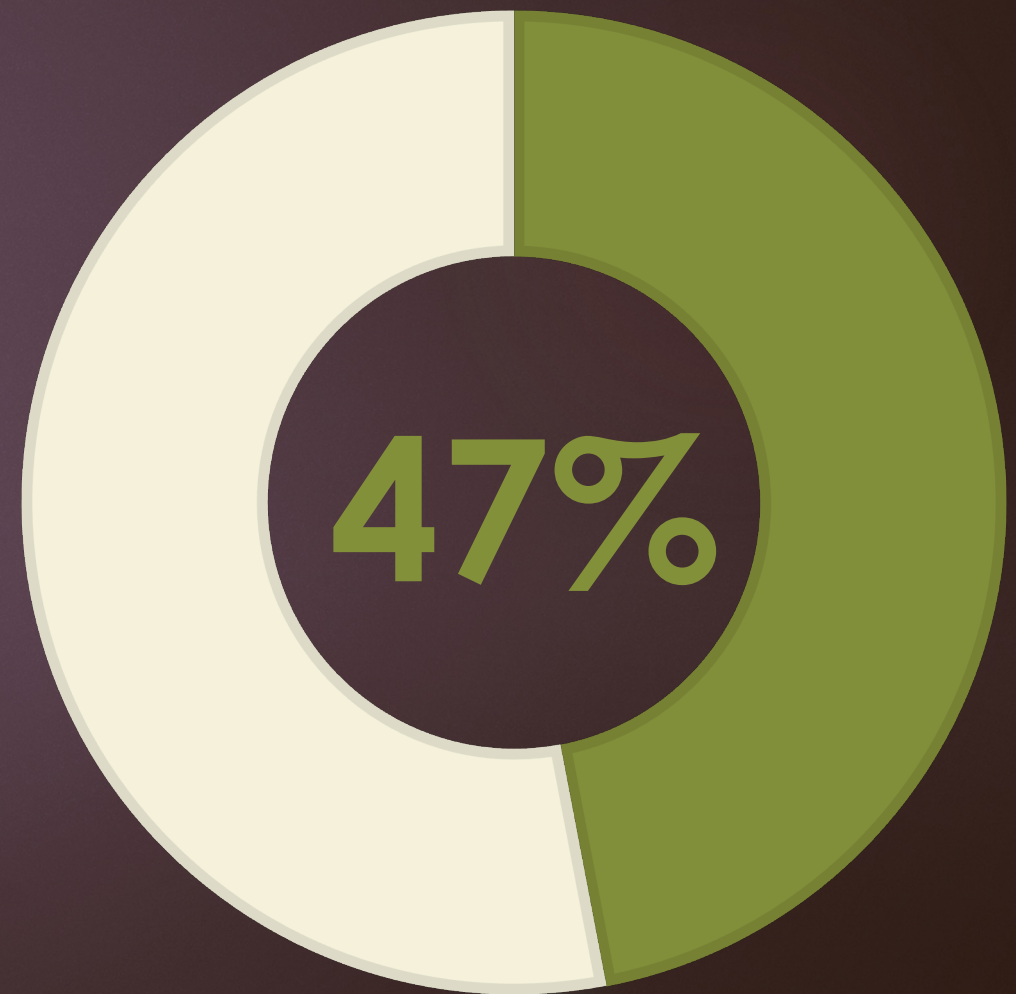


# Women now earn 57% of bachelor's degrees in the US, and...

...60% of master's degrees  
and 54% of doctorate degrees

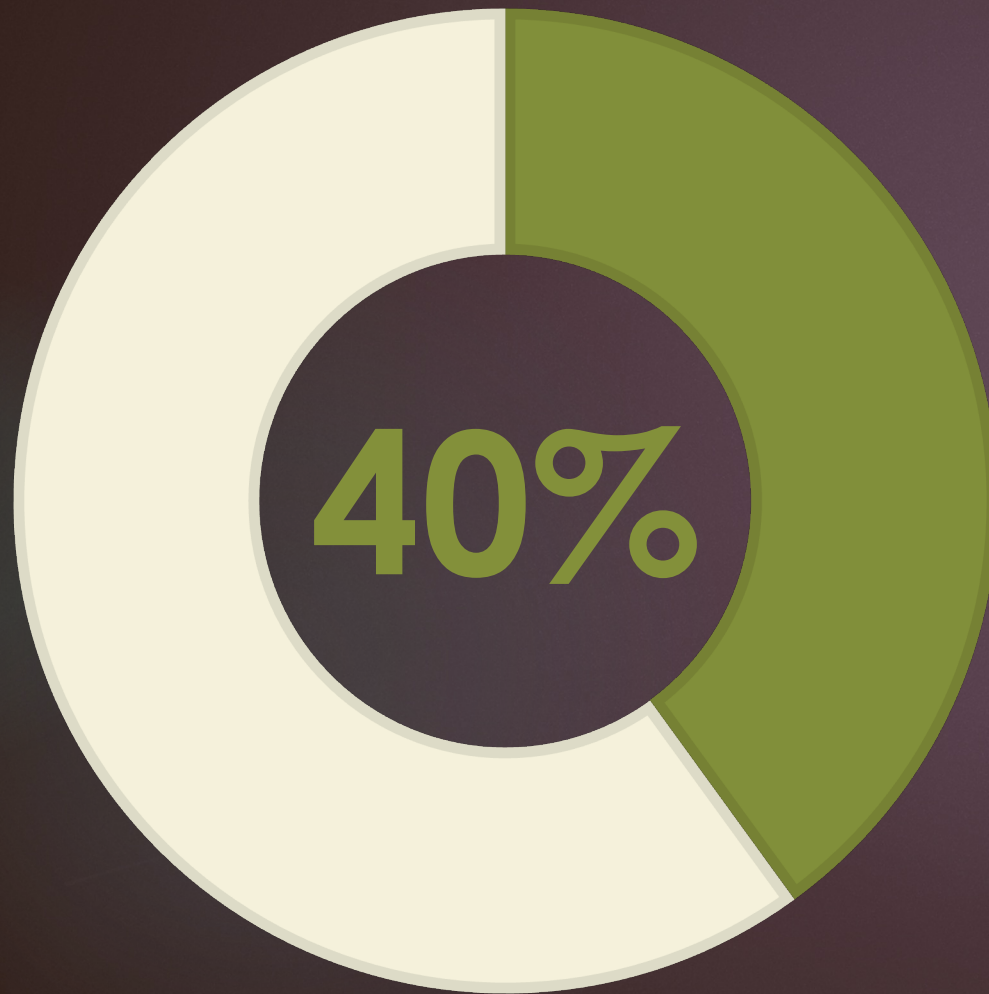


Prior to the pandemic, women represented 47% of all participants in the labor force



Source: U.S. Bureau of Labor Statistics 2021

# Women own 40% of US businesses...



...that generate \$1.8 trillion in sales and employ 9 million people

# Gender diverse teams are good for business performance

In 2019, McKinsey found that companies with more than 30% women executives were more likely to outperform companies with few/no women executives by almost 50%.

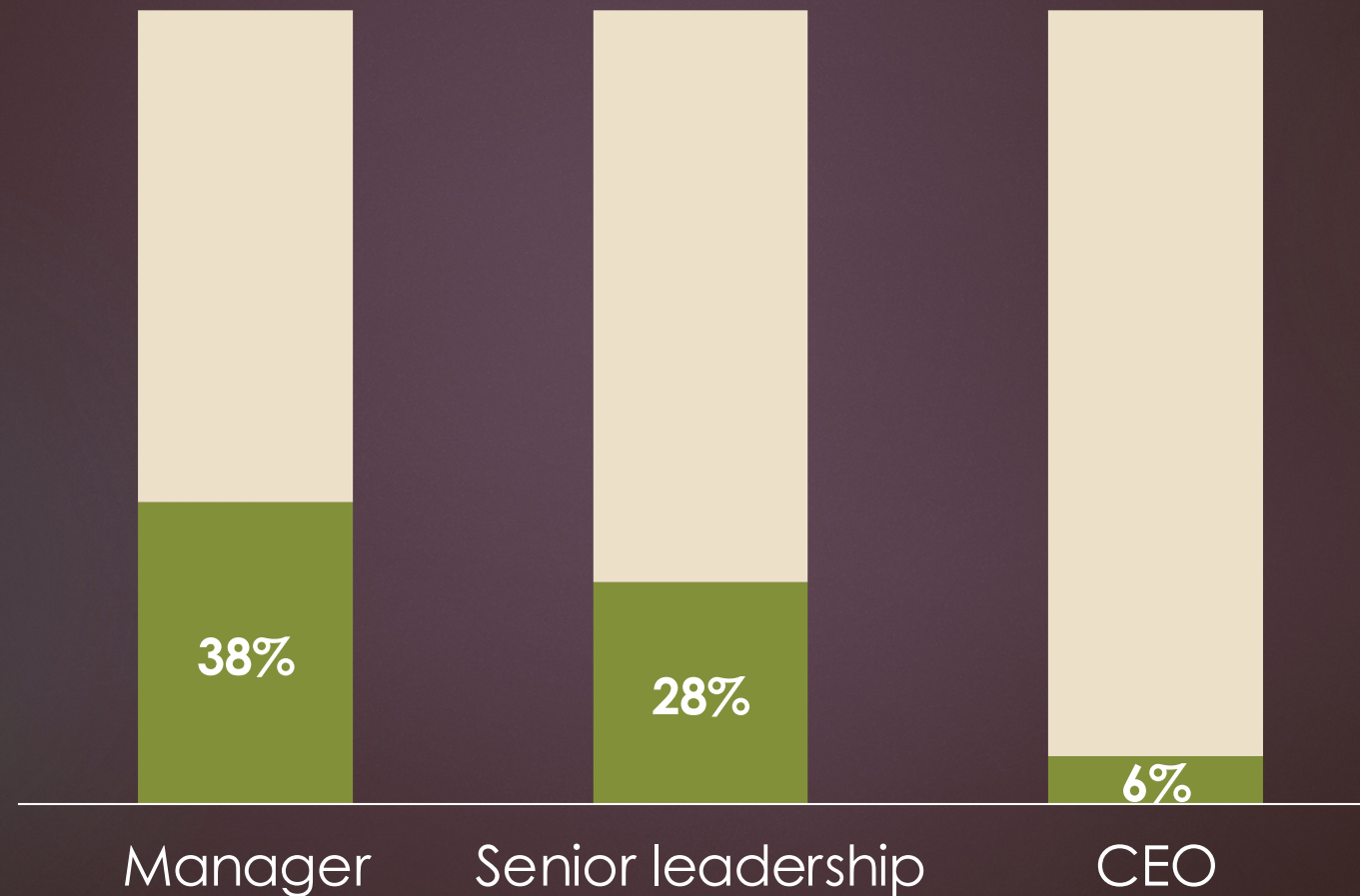


50%

So...why are we still having  
conversations about  
ensuring women in the  
workplace are empowered?

BECAUSE WE STILL HAVE WORK TO DO....

# Women are underrepresented in workplace leadership roles



<sup>1</sup>S&P 500 List January 2021

<sup>2</sup>Mckinsey & Company, Women in the Workplace 2020

# Women's careers have been more negatively impacted by COVID



An estimated 2.3 million have dropped out of the workforce.

Gallop: How Have U.S. Working Women Fared During the Pandemic?  
March 2021



# Gender bias is not waning



Women are still saying they have to work harder to “prove themselves” and get promoted.<sup>1</sup>

When women negotiate for promotions and raises, their likability declines<sup>2</sup>.

<sup>1</sup> Pew Research Center: Women and Leadership 2018

<sup>2</sup> McKinsey 2019 Women in the Workplace Study



# Women are held to higher standards



Women leaders and business owners are more harshly judged<sup>1</sup> and punished for mistakes<sup>2</sup>.



<sup>1</sup>American Psychological Association research published in the Journal of Personality and Social Psychology, 2019

<sup>2</sup> How Cancel Culture Disproportionately Affects Women, by Mia Romanoff, 2021

What most  
stands out to you  
so far?

SHARE WITH A WOMAN SITTING NEXT TO YOU.

# 5 Systematic Organizational Upgrades

THAT ARE GOOD FOR EVERYONE...  
ESPECIALLY WOMEN

# What is a system?



Merriam-Webster Definition:

“a regularly interacting or interdependent group of items forming a unified whole”

“an organization forming a network especially for distributing something or serving a common purpose”





# 1. Embed organizational values that embody the principles of DE&I

According to Mercer's 2020 report, *Let's Get Real About Equality*, 81% of organizations globally say they are focused on improving diversity, equity and inclusion. Yet...

- ▶ Only 64% track gender representation (and fewer track hires, promotions, and exits by gender)
- ▶ Only 50% set DE&I targets
- ▶ Only 42% have documented, multi-year DE&I strategies

Source: <sup>1</sup>Mercer 2020

<sup>2</sup>Report by Gregg H. Passin, senior partner, U.S. executive solutions leader at Mercer



*“What gets measured,  
gets done”.*

~ Tom Peters, author *In Search for Excellence*

## 2. Cultivate organizational cultures that reveal and address biases against high achieving women



- ▶ Women receive critical feedback more often than men (58.9% v 87.9%)
- ▶ When given critical feedback, negative personality feedback showed up 76% of the time in women, versus 2% of the time for men.

*"Watch your tone"*

*"Step back"*

*"Stop being so judgmental"*

# Leadership traits typically valued in men



- ▶ Straight forward
- ▶ Aggressive
- ▶ Driven
- ▶ Powerful
- ▶ Ambitious
- ▶ Persuasive
- ▶ Willing to take risks





- ▶ Straight forward
- ▶ Aggressive
- ▶ Driven
- ▶ Powerful
- ▶ Ambitious
- ▶ Persuasive
- ▶ Willing to take risks



# Leadership traits typically valued in women



- ▶ Kind
- ▶ Humble
- ▶ Compassionate
- ▶ Caring
- ▶ Inclusive
- ▶ Collaborative
- ▶ Pragmatic





# Leadership traits we need to value in women and men

- ▶ Straight forward and kind
- ▶ Aggressive and humble
- ▶ Driven and compassionate
- ▶ Powerful and caring
- ▶ Ambitious and inclusive
- ▶ Persuasive and collaborative
- ▶ Risk taker and pragmatic



### 3. Institute organizational initiatives that create opportunities for women to lead in the early stages of their career



For every 100 men promoted to manager, only 85 women were promoted

## 4. Provide organizational constructs that give women a clear understanding of their leadership strengths – earlier, rather than later



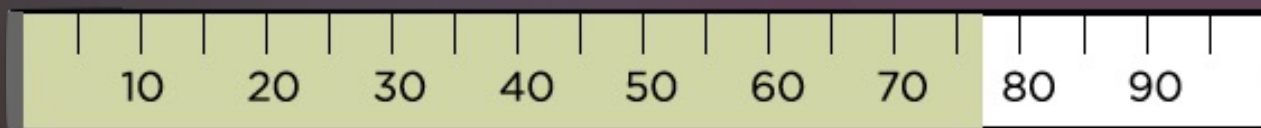
Young professional women often underestimate their leadership abilities, second guess themselves, and are less likely than young professional men to apply for a better paying job if they don't meet all of the qualifications.

# Young professional female CEO

## LEADERSHIP CIRCLE PROFILE 360



leadership effectiveness 77%



Self

Evaluators

Self

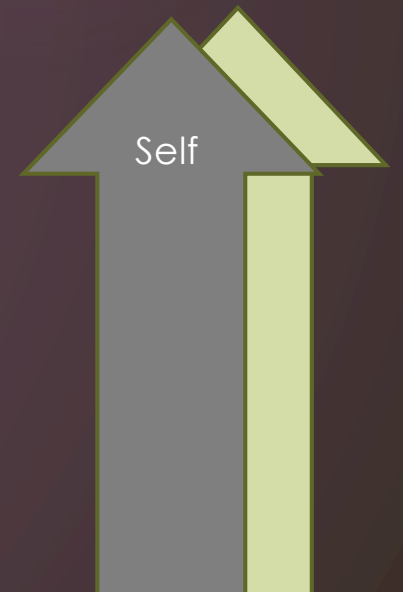
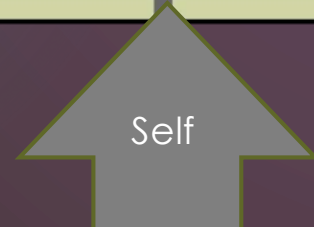
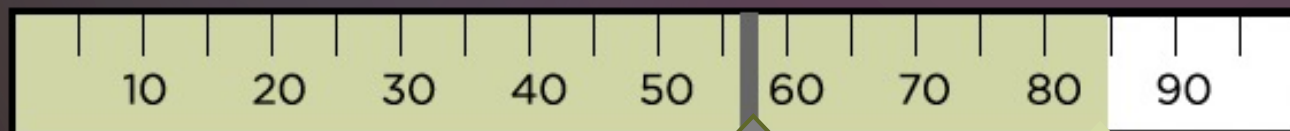
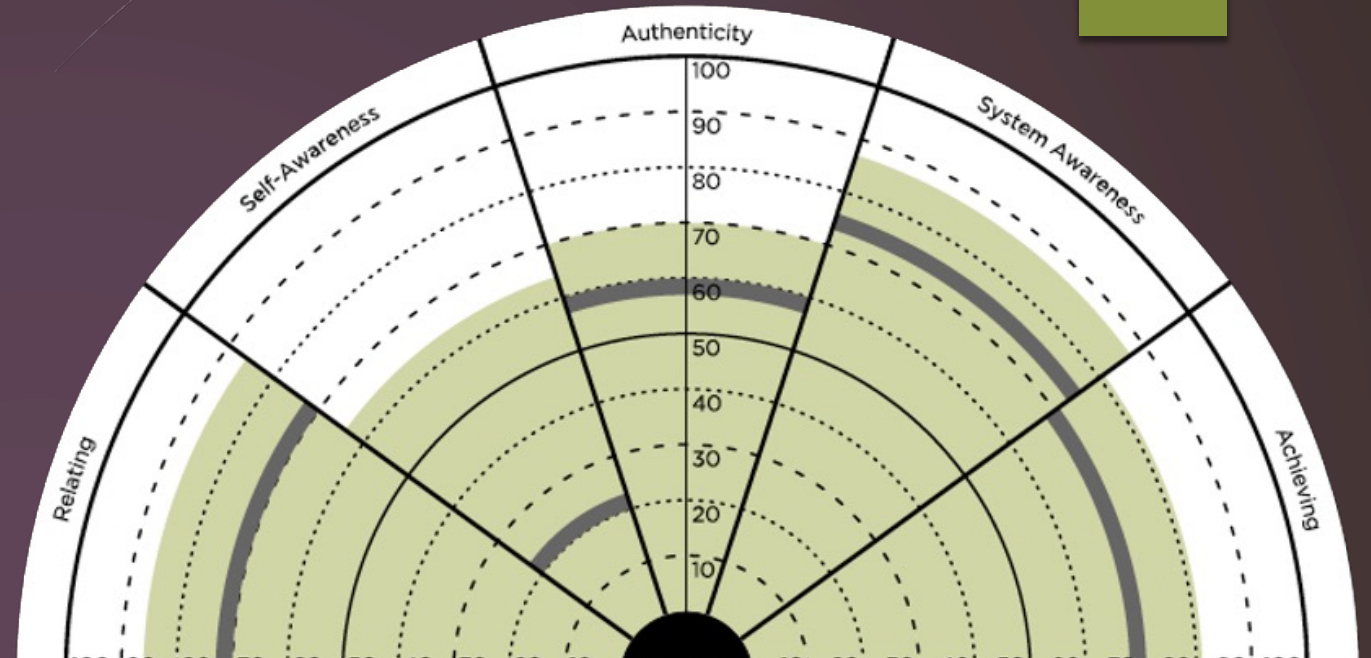
Evaluators

# Young professional female CEO

LEADERSHIP CIRCLE PROFILE 360  
RETAKE

after being coached for 1 year

leadership effectiveness 85%



## 5. Provide organizational policies that embrace workplace flexibility



When flexibility isn't an option for women, they downshift their careers or exit the workplace all together



My vision for the future of  
women in the workplace...

Now I see...

I will...

SHARE WITH A WOMAN SITTING NEXT TO YOU.



Visit <https://emilyrogers.com/resources>  
to get a copy of today's presentation.

# DOOR PRIZE!



## Mindful Leadership

Starting January 12, 2022



Strengthen your leadership presence, become more resilient, and grow your capacity to lead with intention.

6-WEEK PROFESSIONAL  
DEVELOPMENT PROGRAM  
DESIGNED SPECIFICALLY FOR  
WOMEN.



# EMILY ROGERS

CONSULTING + COACHING

*Grow.*

We strategically advise and support organizations and individuals in growing and realizing their full potential in purposeful and balanced ways. We offer:

- Executive coaching
- Team coaching & development
- Leadership development training
- Strategic planning facilitation
- Keynote speaking
- Assessments for individuals & teams
- Life, career & business coaching