

TLS Presents: 2018 Women's Leadership Survey Results & Our Solution!

Stacie Watson & Alicia Davis

March 7, 2018



Transformative
Leadership
Strategies, LLC

Why the Survey?



- ▶ Ample research exists, HOWEVER....
- ▶ Wanted to hear voices of actual women in our network
- ▶ #metoo lets us know that women are talking about their experiences, even the difficult ones
- ▶ No idea what to expect
 - ▶ Would industry matter?
 - ▶ Would role/position matter?

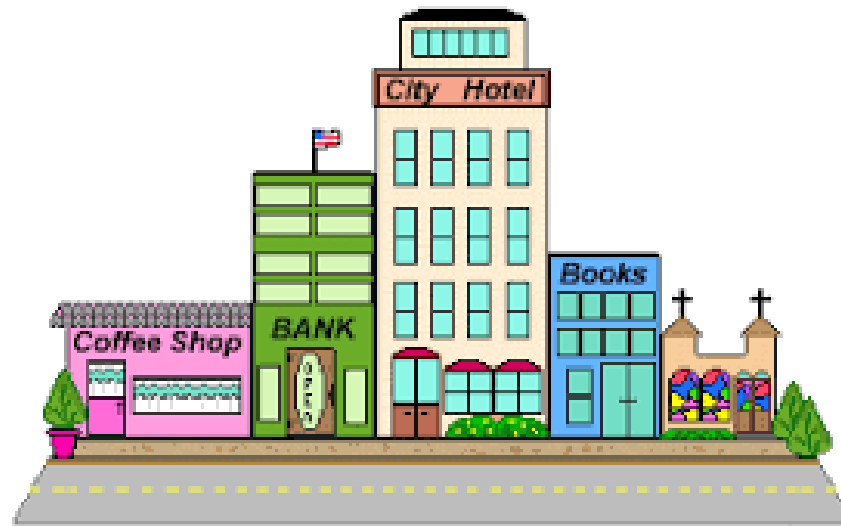


What Did We Hope to Learn?

- ▶ Is there a need?
- ▶ Are women finding that need is met?
- ▶ If not, why not?
 - ▶ Time? Resource?
 - ▶ Willing to prioritize self?
- ▶ Is there an opportunity to provide some support to women in a new or different way?
 - ▶ Would women be willing to try something just for themselves?
 - ▶ Would women be willing to share their own issues/reality with other women - to create a new community?

Who Participated?

- ▶ 71 respondents
- ▶ Organizational Industry:
 - ▶ 24% Healthcare
 - ▶ 23% Social Services / Holistic Care
 - ▶ 10% Insurance
 - ▶ 7% Education
 - ▶ 4% Financial Services
 - ▶ 4% Industrial / Manufacturing



Who Participated?

- ▶ Organizational Type:
 - ▶ 37% Privately Owned
 - ▶ 31% Corporate
 - ▶ 27% Non Profit
 - ▶ 5% Other



Who Participated?

▶ Role/Position/Title:

- ▶ 26% Director Level
- ▶ 24% Owner/C-Suite
- ▶ 14% Manager Level
- ▶ 10% Therapist / Coach
- ▶ 8% VP Level
- ▶ 4% Consultant
- ▶ 4% HR
- ▶ 3% Principal / Partner



What Did We Learn??



What Were the Top Themes?

- ▶ Over 180 written responses!
- ▶ 6 primary themes:
 - ▶ **Confidence - 33%**
 - ▶ Balance - 25%
 - ▶ Recognition/Equality - 20%
 - ▶ Business/Leadership - 10%
 - ▶ Community - 5%
 - ▶ Personal Development - 5%
- ▶ Issues cited did not seem to correlate to role/position

What We Heard...

Being true to myself

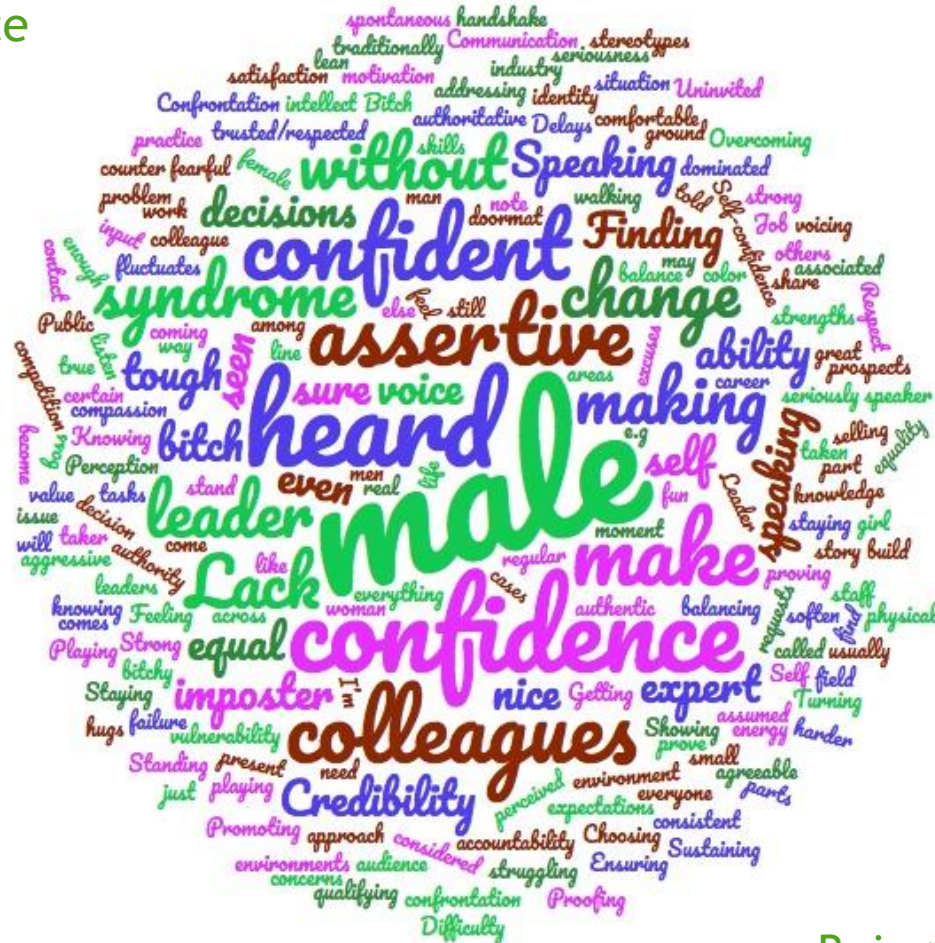
Being fearful of failure

Lack of confidence in myself to be a great leader

Being too nice

Uninvited physical contact

How to be assertive without being considered 'bitchy'



How do I become a more confident and spontaneous speaker?

Being seen as a leader

Being seen as an equal colleague among male leaders

Other Facts from the Survey...

- ▶ *Scale 1 to 5 (1=Not Satisfied, 5=Highly Satisfied)*
- ▶ **Work/Life Balance (taking time for yourself without feeling guilty or selfish)**
 - ▶ 10% indicated complete satisfaction
 - ▶ 68% selected 3 or lower
- ▶ **Acting assertive (strong and powerful) without being perceived as being aggressive ('bitchy')**
 - ▶ 10% indicated complete satisfaction
 - ▶ 68% selected 3 or lower

Other Facts from the Survey...

- ▶ *Scale 1 to 5 (1=Not Satisfied, 5=Highly Satisfied)*
- ▶ **Presence of community, mentorship or peer support from other women leaders**
 - ▶ 4% indicated complete satisfaction
 - ▶ 69% selected 3 or lower
- ▶ **Effectively advocating for yourself and having a strong 'voice'**
 - ▶ 4% indicated complete satisfaction
 - ▶ 55% selected 3 or lower

Other Facts from the Survey...

- ▶ **Respect and/or credibility from others**
 - ▶ 10% indicated complete satisfaction
 - ▶ 43% selected 3 or lower
- ▶ **Confidence in pursuing your next level of responsibility & career advancement**
 - ▶ 4% indicated complete satisfaction
 - ▶ 65% selected 3 or lower
- ▶ **Feeling that what you do professionally aligns with your core values and what most fulfills you**
 - ▶ 35% indicated complete satisfaction
 - ▶ 44% selected 3 or lower

*If you can dream it,
you can do it.*

- Walt Disney



Imagine ...

- ▶ Being part of a community of women who unconditionally support you.
- ▶ Feeling more confident, clear and focused on what's most important to you.
- ▶ Leading with purpose - your team, your company, your family ... and most importantly yourself!
- ▶ Communicating openly, honestly and authentically.
- ▶ Effectively balancing time for self, family and career.

TLS Presents ...

The Women's Leadership Experience!!



Why is it an 'Experience'?

- ▶ Participate in a multi-dimensional, interactive, reflective and engaging process.
- ▶ Providing the space and opportunity for you to tap into your BEST Self!
- ▶ It's a journey ... both with the group and for yourself.



What are the Components of WLE?

- ▶ A Unique Combination of:
 - ▶ **Group Coaching** - where each woman is able to share, listen and be coached in a safe, respectful and confidential way that enables insights and support for change.
 - ▶ **Community Building** - establishes an inherent connection between women supporting each other's development and growth.
 - ▶ **Individual Coaching** - one-on-one time where you explore questions, insights and action plans with your coach.
 - ▶ **Skill Development** - learning how to access your greatest potential by applying new approaches to existing challenges and opportunities.

How Does It Work?

- ▶ Participants:
 - ▶ WOMEN!!
 - ▶ Variety of roles & industries
 - ▶ Range of experience level
- ▶ 3 month program, focusing on one specific theme
Each month includes:
 - ▶ 90 minute group coaching
 - ▶ 'Experience' sheets
 - ▶ 30 minute individual coaching
- ▶ Client portal - easy access to all recordings & materials
- ▶ Private FB Group - for community connection & sharing



What are the Program Themes?

- ▶ *The Unstoppable Power of Confidence: Creating Success from the Inside Out*
- ▶ *The Flow of Balance: Demystifying the ‘Having it All’ Syndrome*
- ▶ *‘You Be You’: Recognizing the Impact of Authentic Leadership*
- ▶ Future themes to be developed from survey data & from input from the WLE group members!

More Logistics ...

- ▶ Group size - maximum 12
- ▶ Virtual meeting - location doesn't matter!
 - ▶ All sessions will be recorded for easy access
- ▶ Dates (on Wednesdays)
 - ▶ **Confidence:** 4/4, 5/9, 6/6
 - ▶ **Balance:** 7/11, 8/8, 9/12
 - ▶ **Leadership:** 10/3, 11/7, 12/5
- ▶ Timing (to be determined by group participants)
 - ▶ Lunch 12:00-1:30 pm (EST)
 - ▶ After Work 4:30-6:00 pm (EST)
 - ▶ Evening 7:00-8:30 pm (EST)

What is the Investment?

► SPECIAL LAUNCH PRICING:

\$195 per month over 3 months (\$585 total)

OR

\$495 pay-in-full for one, 3-month program (\$90 savings)

OR

\$1,595 pay-in-full for all 3 programs, over 9 months (\$160 savings)

How Do I Join?

- ▶ Contact us!

- ▶ alicia.davis@tls-llc.com, 860-214-3676

- ▶ stacie.watson@tls-llc.com, 860-906-7133

What's Our Future Vision?

WLE Communities!

- ▶ Lunch & Learn sessions
- ▶ Happy Hours for WLE participants that are co-located
- ▶ WLE Groups sponsored by companies
- ▶ WLE Conferences/Seminars
- ▶ WLE Retreats
- ▶ Whatever else we can dream together!



**Thank you for your interest
and for taking the time
to be part of this webinar!**