

GRACE HOPPER CELEBRATION



ANITA
B.ORG

**Become A Gender Equality Superhero:
7 Ways To Thwart Gender Discrimination**

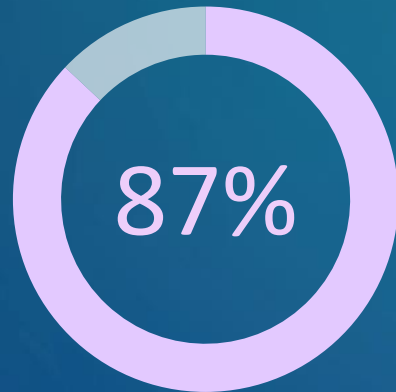
Romy Newman
President & Co-founder



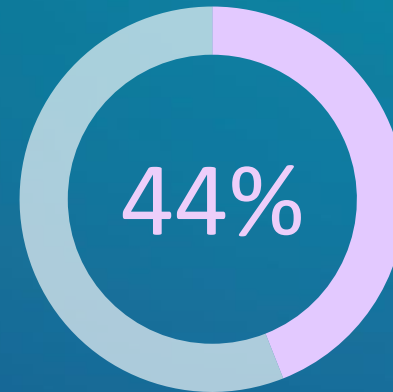
Become A Gender Equality Superhero: 7 Ways To Thwart Gender Discrimination

INTRODUCTION

THE BUSINESS CASE FOR GENDER DIVERSITY HAS BEEN DECISIVELY PROVEN.



of CEOs believe
gender diversity is
a top priority



of women in the US
workforce feel they have
been treated unfairly at work

IF WE CONTINUE MOVING AT THE
SAME RATE OF PROGRESS, WE'RE OVER



208
YEARS AWAY



FROM TRUE GLOBAL GENDER PARITY

MY TEACHER TOLD ME TO “DIAL DOWN THE FEMINISM”

'DIAL DOWN THE FEMINISM'

COMPLICIT IN MY OWN
DEHUMANISATION



RAGING FEMINIST

7 WAYS WOMEN CAN COMBAT GENDER DISCRIMINATION

ADVOCATE FOR
GENDER
DIVERSITY IN
BUSINESS
TERMS

1

BRAG

3

ADVOCATE
FOR
FLEXIBILITY
AND
FAMILIES

5

FORM
ALLIANCES
WITH OTHER
WOMEN

7

SEEK OUT
STRETCH
ASSIGNMENTS
AND
LEADERSHIP
ROLES

2

MAXIMIZE
YOUR
COMPENSATIO
N

4

ENGAGE
MALE ALLIES

6



01 ADVOCATE FOR GENDER DIVERSITY IN BUSINESS TERMS

DIVERSITY LEADS TO IMPROVEMENTS IN:



FINANCIAL PERFORMANCE

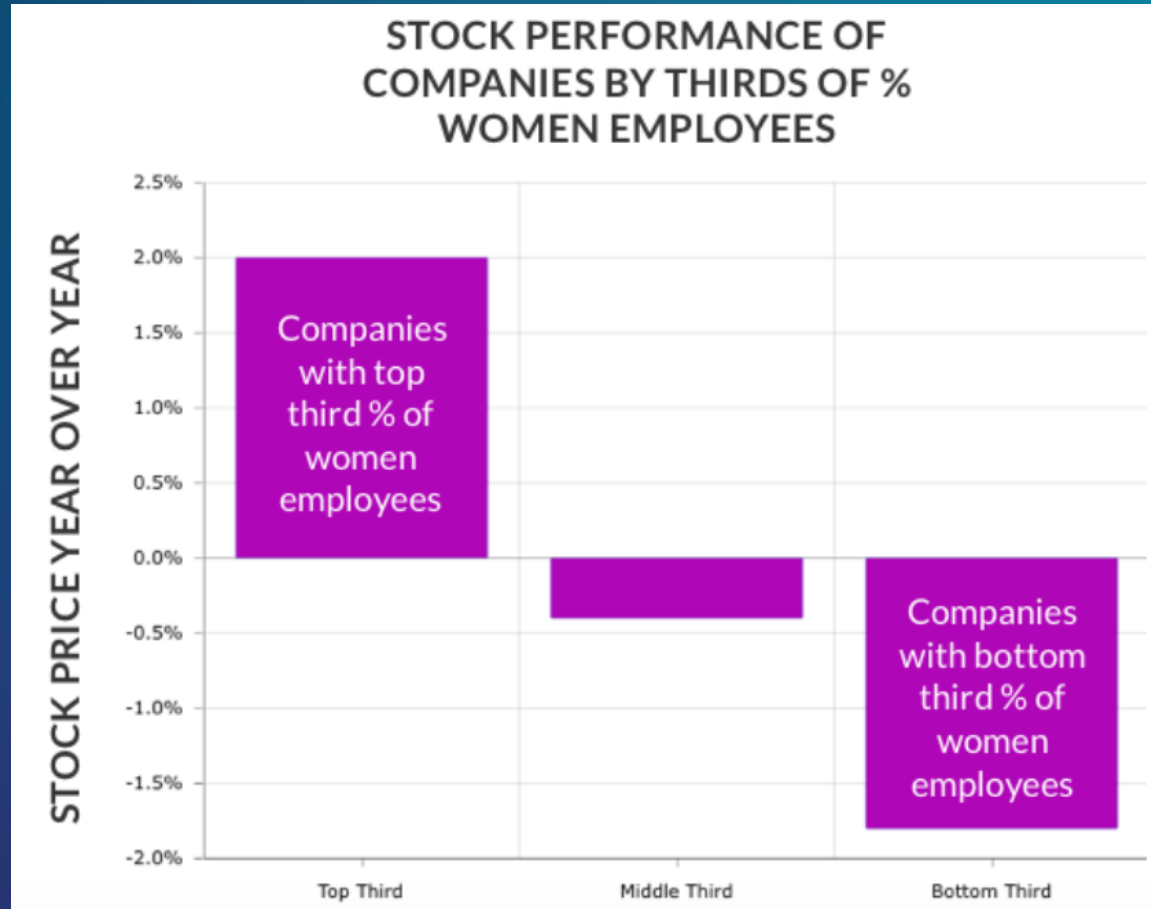


INNOVATION



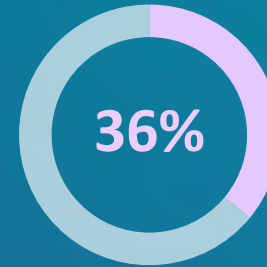
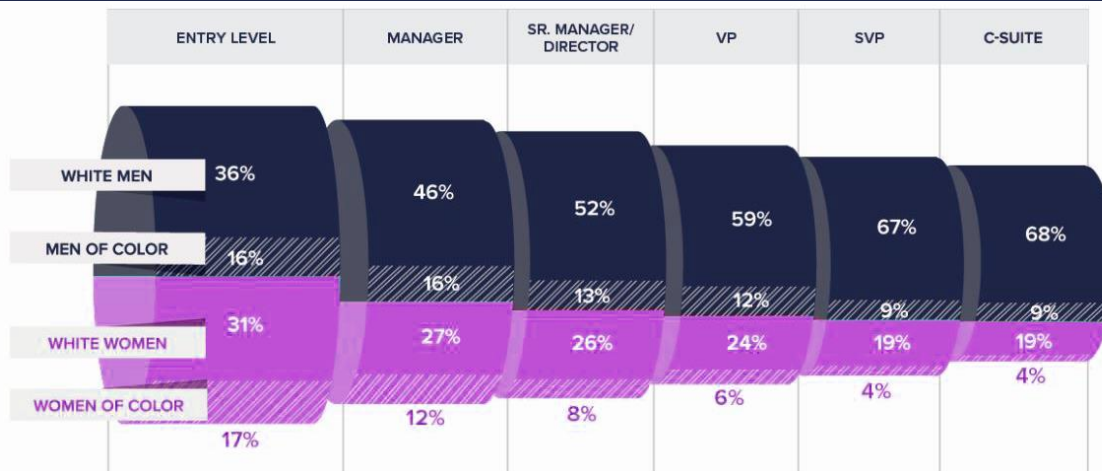
DECISION-MAKING

01 ADVOCATE FOR GENDER DIVERSITY IN BUSINESS TERMS



02 SEEK OUT STRETCH ASSIGNMENTS AND LEADERSHIP ROLES

McKinsey&Company



36% of women say **unequal promotion** is the #1 source of inequality

PROMOTIONS



BASED ON
POTENTIAL



BASED ON
PERFORMANCE

WOMEN HAVE TO BE MORE

STRATEGIC

VOCAL

PROACTIVE

“

YOU WILL NOT BE IN THE ROOM
WHEN SOMEONE IS DISCUSSING
YOUR PROMOTION.

- CARLA HARRIS

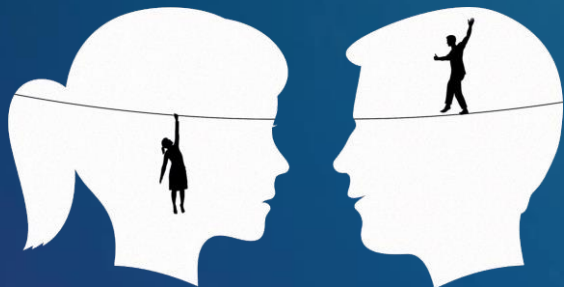
VICE CHAIR AT MORGAN STANLEY



”

03 BRAG

THE CONFIDENCE GAP



Women will *only* apply for jobs if they feel they meet **100% of the qualifications.**

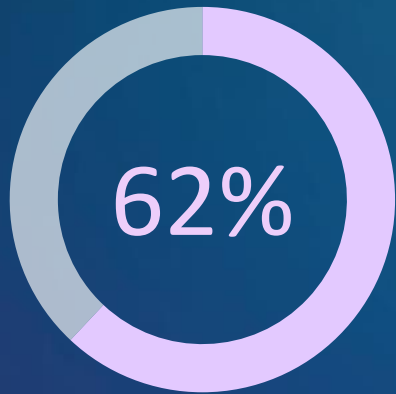
Men will apply when they feel they meet just **60% of the qualifications.**



- Define Your Elevator Pitch or USP
- Communicate it clearly
- Be “Annoying”: You need to say it THREE times

04

MAXIMIZE YOUR COMPENSATION



of women say
THEY ARE NOT PAID
at the same levels as
their male colleagues

HOW TO ADVOCATE FOR YOUR OWN COMPENSATION PERSUASIVELY

- Do your research – what is your value?
- Understand Your Company's Budget Cycle — and Financial Performance.
- Make the Business Case.
- What's in it for Your Manager?
- Expect to Hear No.
Then Don't Take No For An Answer.

05

ADVOCATE FOR FLEXIBILITY AND FAMILIES

THE WALL STREET JOURNAL.
ECONOMY

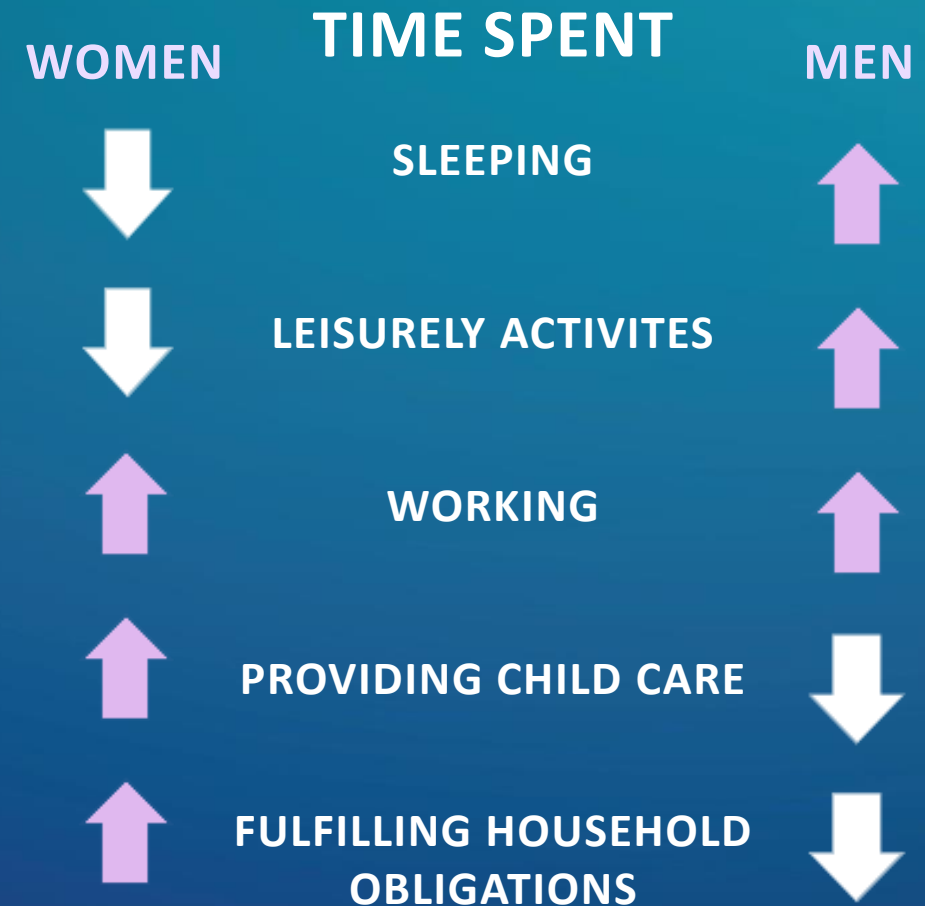
Women Working Longer Hours, Sleeping Less, as They Juggle Commitments

Labor Department's annual time use survey highlights the challenges for working women



By David Harrison and Soo Oh
June 19, 2019, 6:48 p.m. EDT

Source: Wall Street Journal (2019)

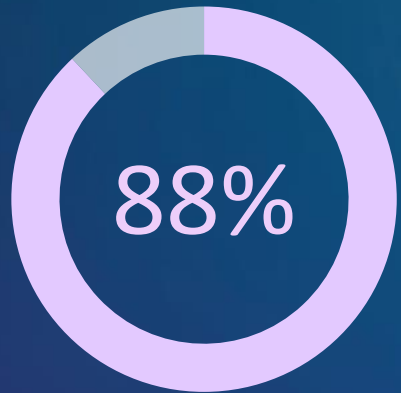


05 ADVOCATE FOR FLEXIBILITY AND FAMILIES

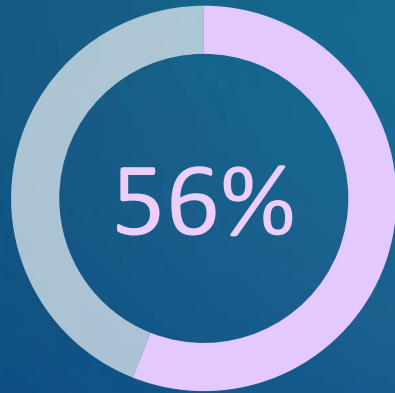
Women with more **FLEXIBILITY** and **AUTONOMY** at work experience **HIGHER JOB SATISFACTION**.



06 ENGAGE MALE ALLIES



of men say they
**WANT TO HELP
WOMEN ADVANCE**
in the workplace



of men say they
**DON'T KNOW
HOW TO HELP**

STRATEGIES TO ENGAGE MALE ALLIES

- Communicate clearly and candidly
- Find points of connection
- Establish ways to collaborate
- Mentor men

07 FORM ALLIANCES WITH OTHER WOMEN

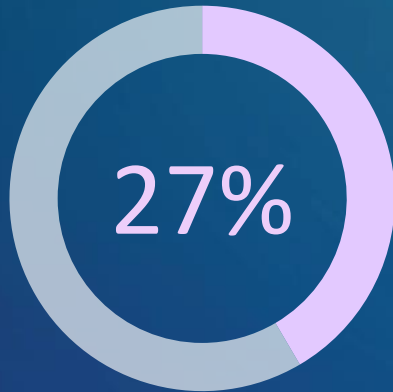


More than 9 out of 10 women have been tormented by other women in their careers

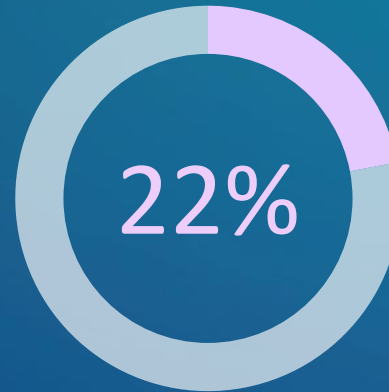
07

FORM ALLIANCES WITH OTHER WOMEN

WOMEN WITH SPONSORS ARE



more likely to
ASK FOR A RAISE



more likely to
**ASK FOR A STRETCH
ASSIGNMENT**

07

FORM ALLIANCES WITH OTHER WOMEN

“

“THE SHALANE FLANAGAN EFFECT”

ELEVATING OTHER WOMEN IS ACTUALLY AN ACT OF SELF-INTEREST: IT'S NOT SO LONELY AT THE TOP IF YOU BRING OTHERS ALONG.

- SHALANE FLANAGAN

FOUR-TIME OLYMPIAN AND 2017
NYC MARATHON CHAMPION

”



07 FORM ALLIANCES WITH OTHER WOMEN



THANK YOU!

Please remember to complete the session survey in the mobile app.



MEET FAIRYGODBOSS @ BOOTH #446!

Romy Newman
President & Co-Founder



@fairygodboss



/romynewman