

THINKING LIKE A GUY **ACTING LIKE A WOMAN:**

LESSONS FORM THE BOY'S CLUB FOR LEADERSHIP SUCCESS

Presented by:

Carole D. Stovall, PhD

President & CEO

SLS GLOBAL

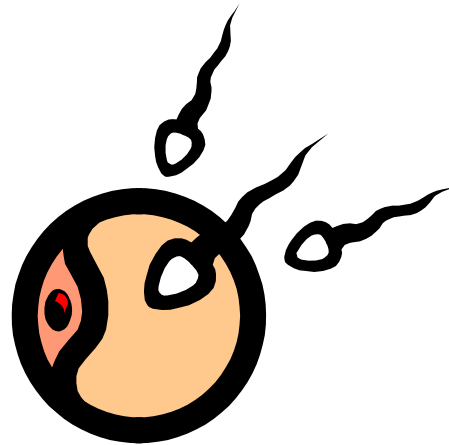
(formerly Strategic Leadership Solutions)

Saturday, April 19, 2008

The Issues

Men and Women are Different

It is Part of Their DNA



The Smallest Cell in the Human Body -- Sperm

- Sets Strategy
- Form Specialty teams who:
 - Have a Goal
 - Work together to:

Drive **Block/Tackle** **Assist** **Shoot**
Score!

CHILDHOOD GAMES:

- Tag
- Street Ball
- King of the Hill
- Dodge Ball

COLLECTIONS:

- Bugs
- Rocks
- Little Cars
- Soldiers
- Stamps
- Building Logs

Adult Men DNA

■ “Games”

Football -Basketball - Soccer - Baseball - Golf -Poker
Stock Market
Hedge Funds
Derivatives

Adult Men DNA

- Endurance Sports – Proving Themselves
Mountain Climbing - **Marathons** - **Boot Camps**

Viagra

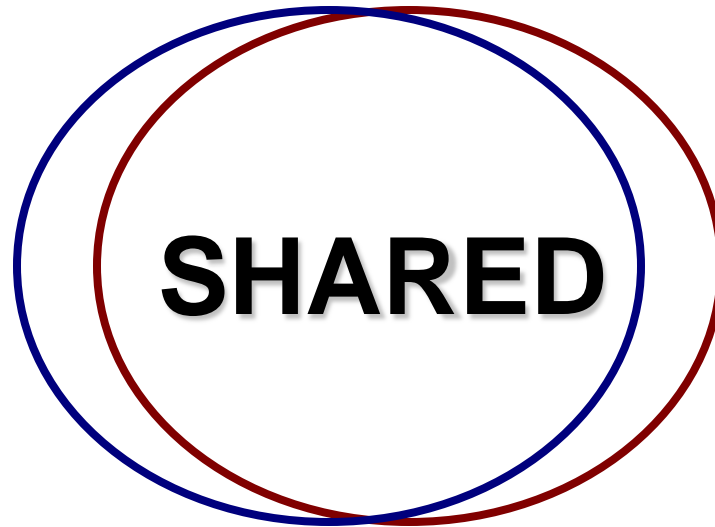
Adult Men DNA

■ Collections

Ties - Antiques – Cars – Stocks and Bonds – Wine –
Houses – Tools – Cigars – Golf Courses and Clubs –
Watches – Money – Sometimes Women

“The guy who dies with the most toys WINS!”

MEN



WOMEN

Men Decide the Rules of Workplace Success

Drive **Block/Tackle** **Assist** **Shoot**
Score!

Women, to be Successful in Corporate America --

- Get Comfortable with male culture

It is NOT better or worse, but IT IS

Upside --

- Will understand every major institution in the world.
- Will understand how to more easily SUCCEED in every major institution.
- Will understand your father, husband & sons

What DNA “Rules” Get Played Out In Your Work Setting?

Work DNA Rules

- Do you have a team? What KIND is it?
- What role do you play now?
- What role should you play?
 - Why?
- How can you contribute more to your team?

When do you:

Drive **Block/Tackle** **Assist** **Shoot**
Score!

The Opportunity

Significant Cultural Differences Around Drive for Success

MEN

1. Use game rules always:
Drive – Block/Tackle – Assist
– Shoot – Score
2. Use reciprocity – baseball
cards.
3. Focus on trustworthiness,
loyalty, dependability.
4. Don't take the game
personally.
5. Live for negotiation,
persuasion, strategy.

WOMEN

1. Use manners, Education as
entrance keys.
2. Use reciprocity – emotional
secrets.
3. Focus on Friendship and
sharing.
4. Can feel personally
assaulted in same situation.
- 5.

QUESTIONS

1. What will help the senior women at your organization do their best work, in the best environment?
2. What are the ways for Senior Women to develop more leadership skills?
3. What are your 3-5 year goals?

CEO's and directors realize that board decisions are richer when individuals with diverse backgrounds and perspectives participate. But, there is still only a small number of women and minorities among senior Corporate executives, and they are in high demand.

- - Julie Daum

Leaders of the future will have to be visionary and be able to bring people in - - real communication. These are things women bring to leadership and executive positions, and it's going to be incredibly valuable and in demand.

(Out of 1000 Top Companies – only 16 women our of top 500)

True generosity must benefit both parties.
No woman can control her destiny if she
doesn't give **TO** herself as much as she
give **OF** herself.

- - Suzanne Orman

**“Never let the odds keep
you from doing what you
know in your heart you were
meant to do.”**

H. Jackson Brown

**“Well-led businesses recognize
and reward people who
successfully develop leaders.”**

John Kotter, HBR

Who was the Forbes' Most Highly Compensated Female CEO in 2005?

- Hints:
- #7 Cosmetics
 - #6 Speaks Mandarin
 - #5 On GE Board
 - #4 Was married to CEO of Bloomingdales
 - #3 From Neiman Marcus
 - #2 New York
 - #1 CEO Since 1999

ANSWER:

Andrea Jung at Avon

Who is Ann Fudge?

The Market Place is Changing:

“In the United States, the combined race and ethnic minority population will grow from 79 million in 2000 to 178 million in 2045 – **increasing from 29% to 46 %** of the country’s total population.”

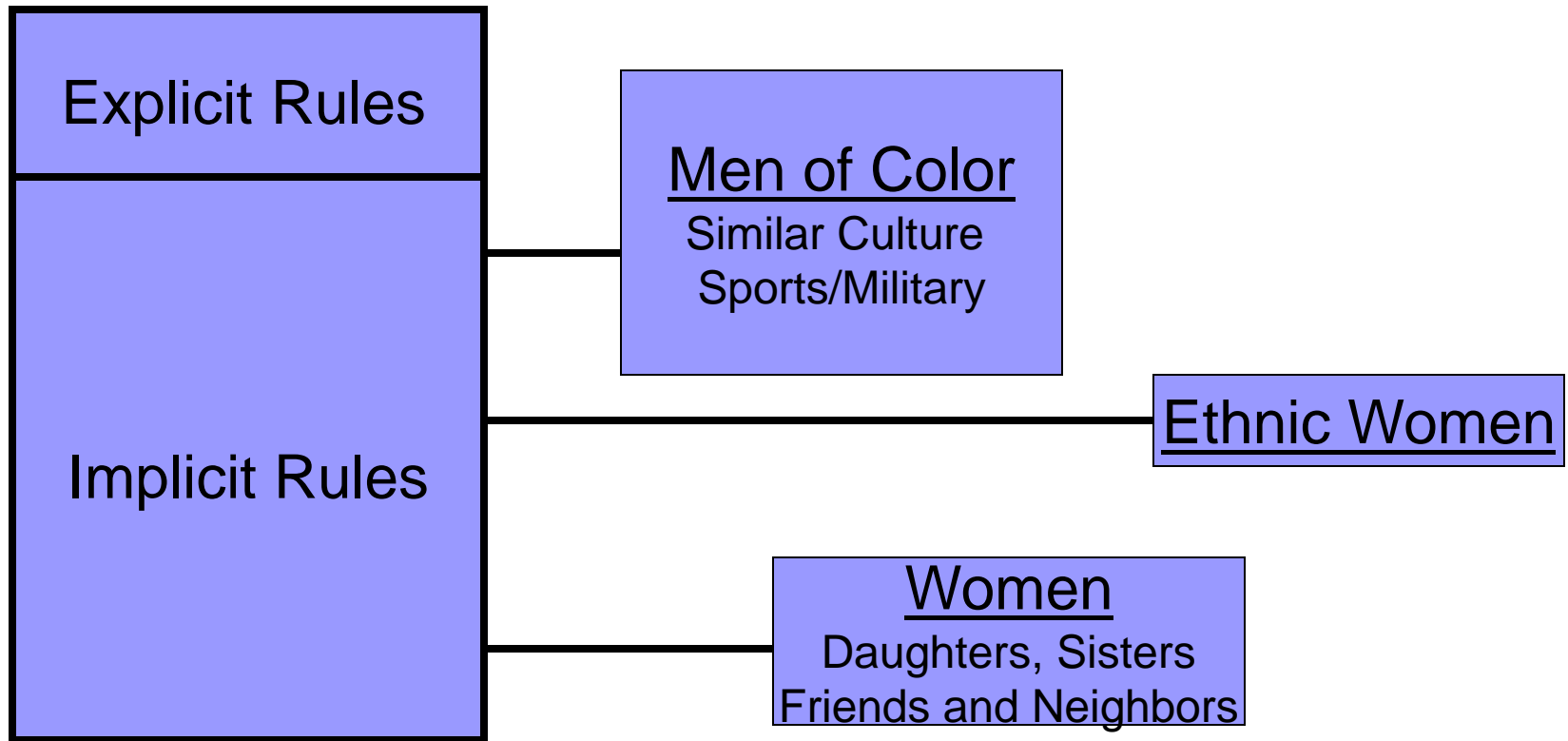
2000 Census, U.S.

The Market Place is Changing:

“Between 2055 and 2060, the minority population is predicted to surpass the non-minority population.”

2000 Census, U.S.

“Access” to Rules of Success in Corporate America



Proximity Rule:

Proximity to Explicit and Implicit Rules =
Knowledge

Knowledge + Direct Behavior = Success

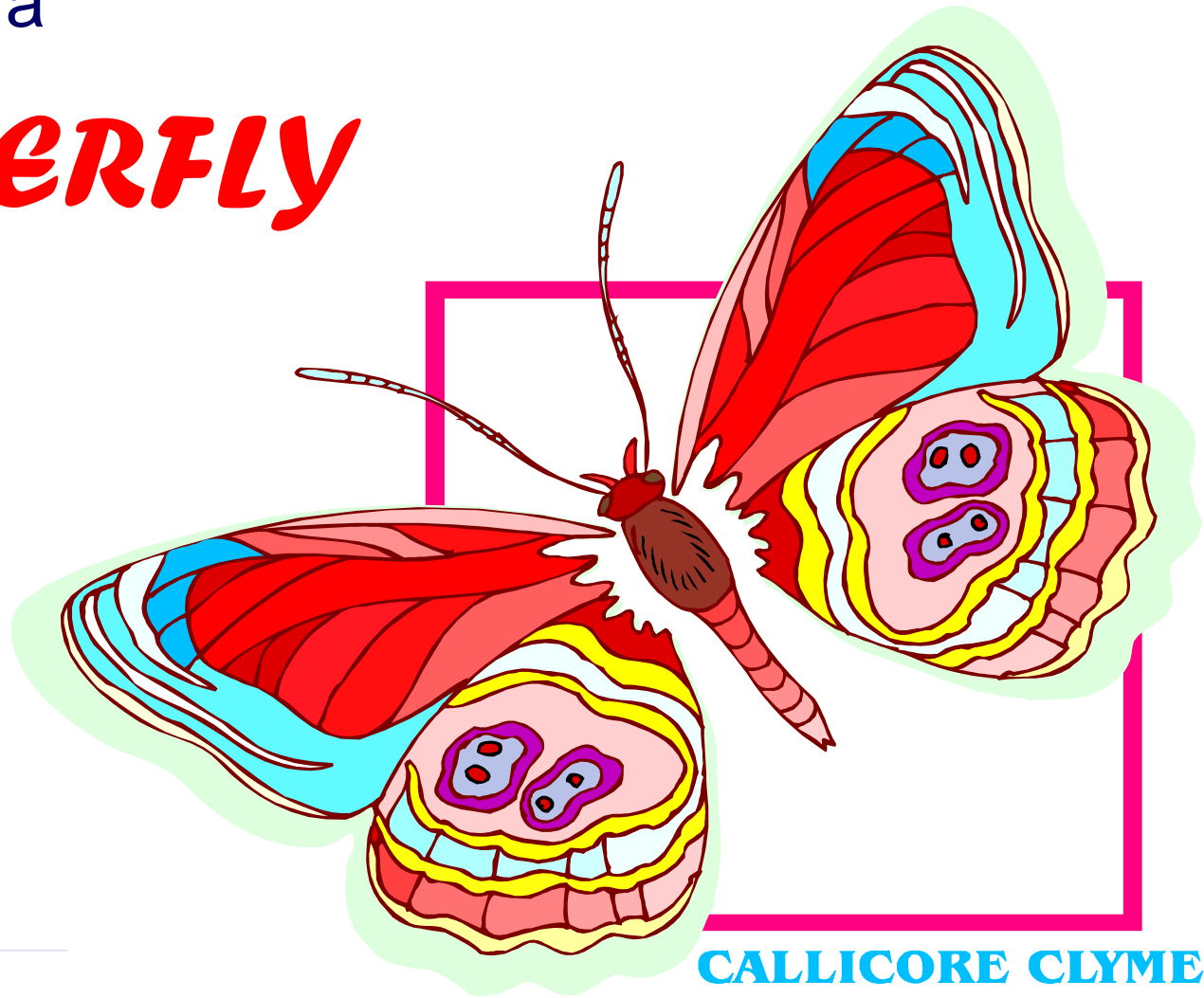
Navigation through Ceiling holes =
TOUCHDOWN 😊

Just when the
caterpillar
thought the world
was over.....

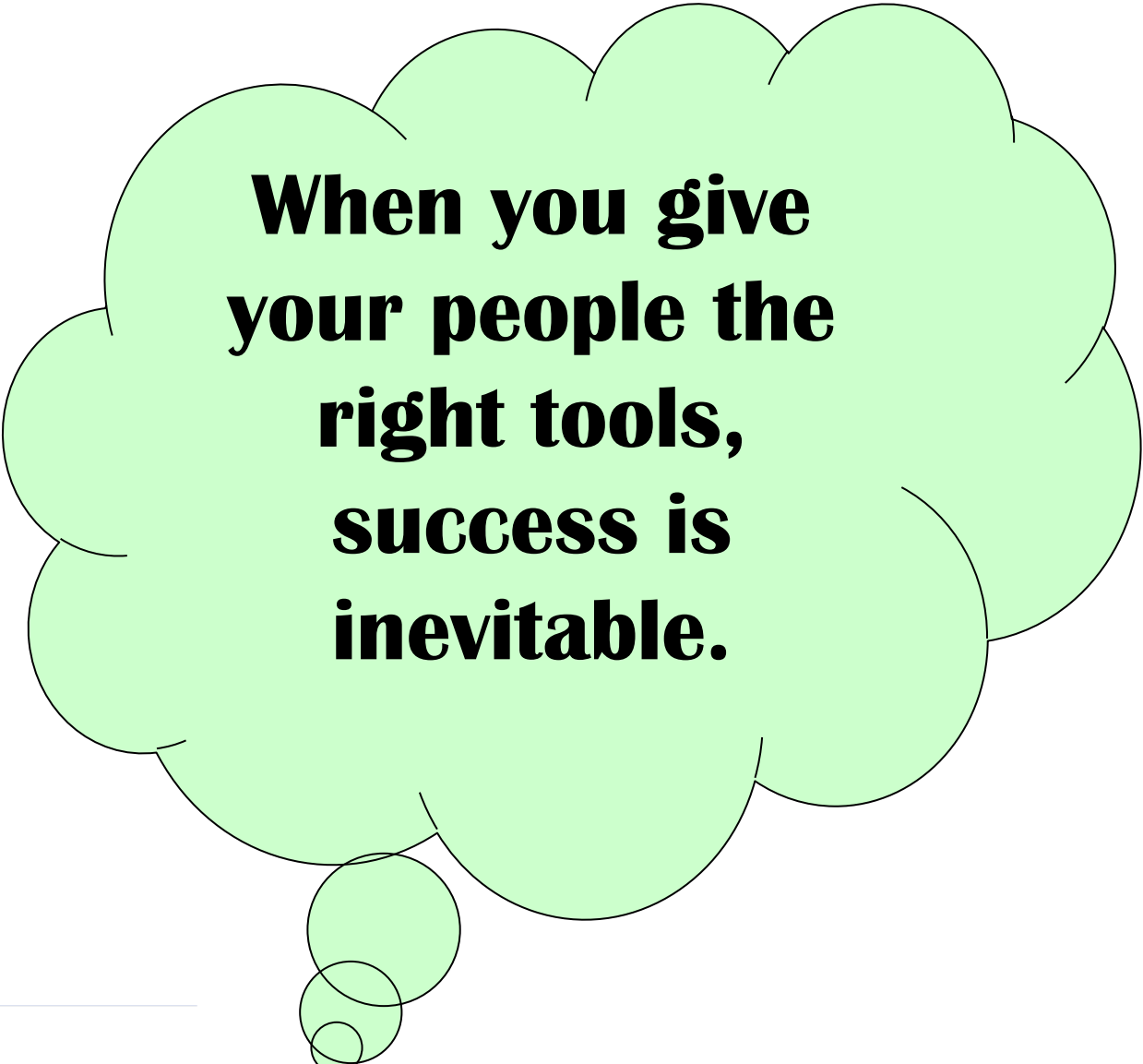


It became a

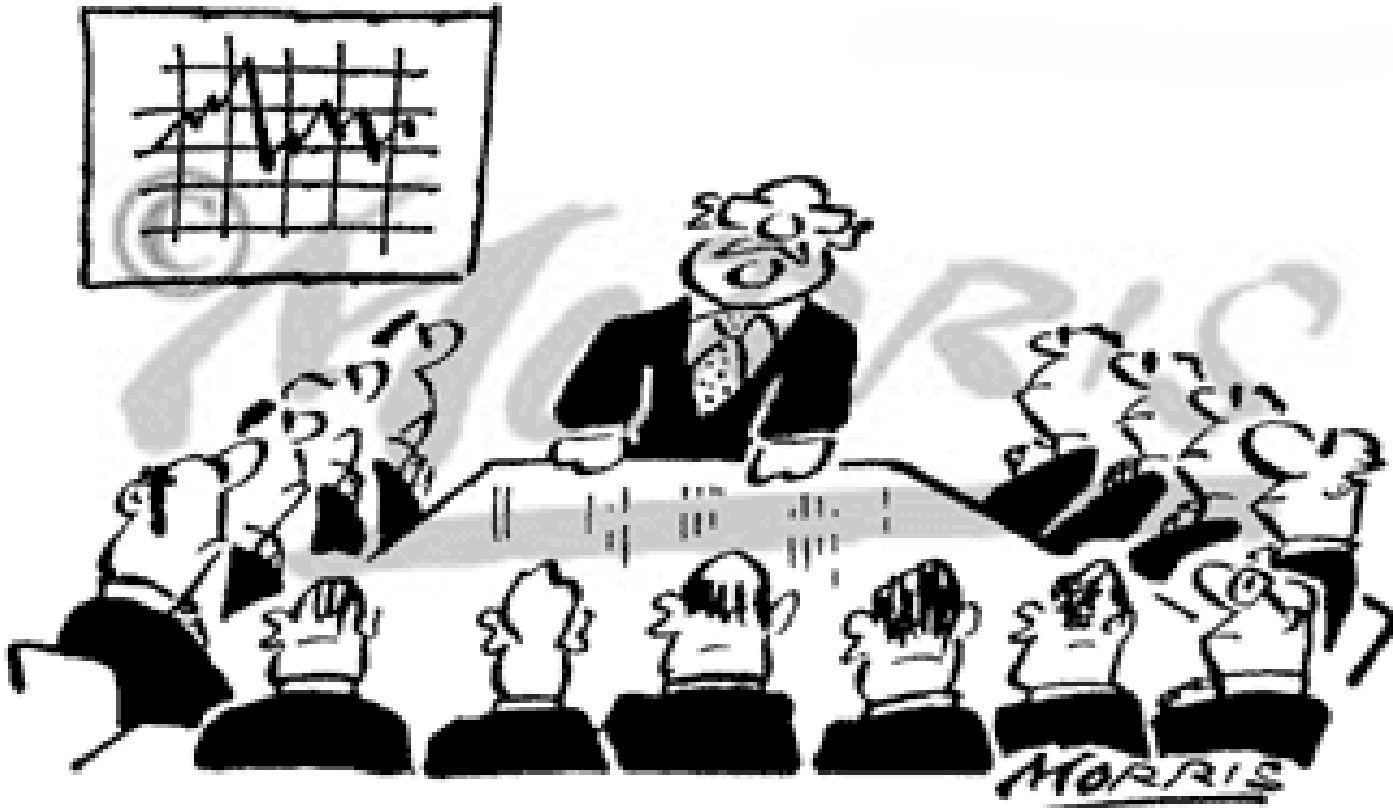
BUTTERFLY



CALLICORE CLYMENA



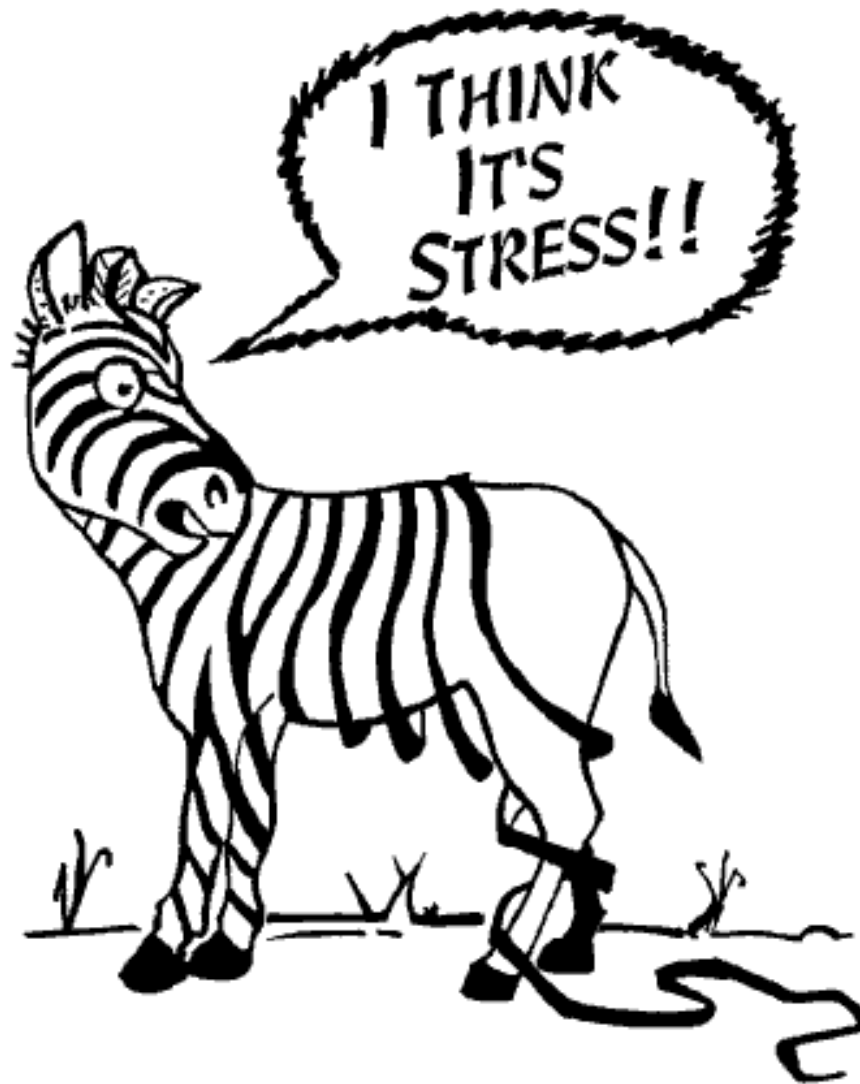
**When you give
your people the
right tools,
success is
inevitable.**



"It's about time we had a few women on this board. So, at our next meeting my wife will be joining us."



"I heard they spent all day arguing whether to let women into the boardroom."



Be MORE of who you are!

- Know yourself better.
- Develop crystal clear clarity.
- Increase negotiation, persuasion, strategy skills.
- More of a woman, less of a little kid.

“Beg for Forgiveness vs. ask for Permission!”

Implicit Rules = In the Game “Men’s” Rules for Success

- Loyalty
- Trust Worthy
- Dependability
- Back scratching

Legacy Building

=

Reciprocal Relationships

Good Team Member

Advance the Stock?

“Branding”

“The only brand you need to develop is the one that allows you a seat at the Table.”

Dr. Carole Stovall

Explicit Rules = “Grandma’s” Rules for Success

- Education
- Building Resume
- Working Hard
- Getting a mentor
- Good manners
- Create your Brand

=

**Work like crazy
and you will get
~~promoted~~**

What Holds **Women Of Color** Back From Top Management?

Black women executives say:

- Lack of influential mentor or sponsor (48%)
- Lack of informal networking with influential colleagues (41%)
- Lack of company role models who are members of the same race/ ethnic group (33%)
- Lack of high-visibility assignments (29%)

Catalyst, *Women in U.S. Corporate Leadership: 2003* (2003)

Women Making It to the TOP

How Women Succeed:

- Consistently exceeding expectations (69%).
- Successfully managing others (49%)
- Developing a style with which male managers are comfortable (47%)
- Having a recognized expertise in a specific content area (46%)

Take Away's

1. Enjoy the Foreign Country!
2. Learn to speak the Language!
Stories, Examples, Metaphores – Be Heard
3. Take NOTHING Personally!
4. Study, then use the Rules of the Game with ALL of your Teams!
Drive Block/Tackle Assist Shoot Score!
5. Hot, but Kool
6. Reciprocate and remove all doubt of Trustworthiness, Loyalty, Dependability!

Forbes 100 Most Powerful Women 2007

RANKING	NAME	POSITION
4	Condoleezza Rice	Secretary of State
5	Indra K. Nooyi	Chairman, chief executive, PepsiCo
8	Patricia A. Woertz	Chairman, Archer Daniels Midland
9	Irene Rosenfeld	Chairman, chief executive, Kraft Foods
10	Patricia Russo	Chief executive, Alcatel-Lucent
13	Anne M. Mulcahy	Chairman, chief executive, Xerox
15	Mary Sammons	Chairman, chief executive, president, Rite Aid Corp.
16	Angela Braly	Chief executive, president, WellPoint
19	Brenda Barnes	Chairman, chief executive, Sara Lee Corp.
20	Ruth Bader Ginsburg	Supreme court justice

Most Powerful Women 2007 - Con't

21	Oprah Winfrey	Chairman, Harpo
22	Margaret Whitman	Chief executive, president, Ebay
24	Melinda Gates	Cofounder, cochairman, Bill and Melinda Gates Foundation
25	Hillary Rodham Clinton	U.S. senator, New York
26	Nancy Pelosi	Speaker of the House, House of Representatives
28	Safra A. Catz	President, chief financial officer, Oracle
29	Susan E. Arnold	President, global business units, Procter & Gamble
30	Andrea Jung	Chairman, chief executive, Avon Products
31	Judy McGrath	Chairman, chief executive, MTV Networks
32	Dr. Julie Louise Gerberding	Director, Center for Disease Control and Prevention

Most Powerful Women 2007 - Con't

34	Zoe Cruz	Co-president, Morgan Stanley
35	Amy Pascal	Cochair, Sony Pictures Entertainment, Sony Pictures
36	Ann Livermore	Executive vice president, Hewlett-Packard
41	Renetta McCann	Chief executive, Starcom MediaVest Group
42	Susan M. Ivey	Chairman, chief executive, president, Reynolds American
45	Janet L. Robinson	Chief executive, president, The New York Times Company
46	Christine Poon	Vice chairman, Johnson & Johnson
47	Drew Gilpin Faust	President, Harvard university
48	Paula Rosput Reynolds	Chief executive, president, Safeco
49	Nancy Tellem	President, CBS Paramount Television Entertainment, CBS Corp.


Most Powerful Women 2007 - Con't

52	Dawn Hudson	Chief executive, president, Pepsi-Cola North America
55	Meredith Vieira	Host, The Today Show
56	Christina Gold	Chief executive, president, Western Union
57	Ann Moore	Chairman, chief executive, Time Inc.
60	Laura Bush	First Lady
61	Susan Desmond-Hellmann	President, product development, Genentech
62	Diane Sawyer	Co-anchor, Good Morning America
63	Katie Couric	Anchor, managing editor, CBS Evening News
64	Sharon Allen	Chairman, Deloitte & Touche
70	Beth Brooke	Global vice chairman, Ernst & Young

Most Powerful Women 2007 - Con't

73	Colleen Barrett	President, Southwest Airlines
77	Anne Sweeney	President, Disney-ABC Television Group; Co-Chair, Disney
78	Marilyn Carlson Nelson	Chairman, chief executive, Carlson Companies
85	Christie Hefner	Chairman, chief executive, Playboy Enterprises
86	Stephanie A. Burns	Chairman, chief executive, Dow Corning
87	Stacey Snider	Co-chairman, chief executive, DreamWorks SKG
94	Cathleen Black	President, Hearst Magazine
95	Mary West	Cofounder, West Corp.
96	Rochelle Lazarus	Chairman, chief executive, Ogilvy & Mather Worldwide
98	Orit Gadiesh	Chairman, Bain & Co.

The Faces of Money



Halliburton/Getty Images

David Lesar, 53
CEO, Halliburton
Houston, Tex.
\$12.3 million



Sakuma/WireImage

Mark Hurd, 50
CEO, Hewlett-Packard
Palo Alto, Calif.
\$23.2 million



Colin White/Agg

Chad Hurley, 30
Co-founder, YouTube
San Bruno, Calif.
\$341 million

Life & Death Struggle – Their Team **MUST WIN!**

Creates a Lens for how men approach life.

Drive **Block/Tackle** **Assist** **Shoot**
Score!

Men ARE:

- Outwardly Focused:
 - Goal Directed
 - Keep Score Constantly
 - Enemy or Friend?
 - The Club

- Men Must:
 - Control Themselves
 - “Game Face”

Key Behavior: What your Leader Expects of You

1. Get involved – take responsibility for outcomes.
2. Generate ideas.
3. Be willing to collaborate.
4. Be willing to lead initiatives.
5. Develop yourself; Develop leaders.
6. Stay current.
7. Anticipate
8. Drive your own Growth.
9. Be a Player for all seasons.
10. Put all together, and deliver results!

Men Have Their Own CULTURE

- Language
- Dress
- Customs

Women Must learn to RUN the Ball ... and score



Women's Leadership Success

“It is not about being a contestant in a beauty contest, it is about running the whole show.”

Dr. Carole Stovall