

Women in Leadership Seminar Highlights



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Leadership Challenges – Past, Present and Future Dr. Paul Voss

- Raphael's Trojan War picture
- Epic Hero – honors past, prepares for the future, lives in present
 - It takes being an epic hero in today's business environment
 - The average college graduate will have 7+ careers – the field of business has changed!
 - You **have** to be an entrepreneur!
 - Lee Hoffman of LinkedIn – “We are all entrepreneurs”
 - The natural trajectory of a career is up and down
 - Technology has changed, but not the skills and relationships
- Everything is becoming a commodity – i.e. medicine, accounting
 - You must be agile and able to bring value to an organization
- Ethics is in the philosophy domain and asks the practical question of *how ought?*
 - Different from morality (religion)
 - Free market capitalism has increased opportunities for women
 - The speed at which the world is changing is stunning!
 - Leadership skills are not changing- they remain the same
 - Every 14 months, the extent of the body of the world's collective knowledge doubles!
 - Woman fired for using Facebook at work claimed addiction
- Paradigm Shift
 - The last shift was due to the invention of the printing press, when literature became a commodity
 - People had to learn how to read, which would allow them the opportunity to compete in the marketplace
 - Each day, we spend an average of 8.5 hours in front of a screen and 47 minutes reading a print manuscript
 - Thomas Moore
 - 1475-1535 wrote Utopia
 - Was beheaded by Henry VIII
 - Janus Figure – looked back on medieval and forward to Renaissance
 - Leadership helps people be prepared for changes
 - The only constant is change
- Ethical Hazard – giving someone incentive to do something immoral
 - Michael Lewis wrote *The Big Short* about the mortgage crisis
 - 1 billion seconds = 31 years
 - 1 trillion seconds = 31,000 years
 - The US has \$14 trillion in debt – this is a problem you can see from a mile away...its simple math!
- Tragedy defined – Antigone
 - There is a double standard; two opposing forces
 - Her death released catharsis and epiphany
 - Story ends in death, yet is admirable
 - These are skills that are timeless
- 3 Things that Enhance Brand Equity:
 - Ethos

- Vibe, reputation
 - You can change it!
 - Logos
 - Your skill sets
 - What you are evaluated on
 - You must find value
 - Pathos
 - Customer and emotional intelligence
 - Women have a huge advantage over men
 - Empathy vs. sympathy
- Have to overcome default behaviors to become leaders
 - The silent treatment is imprinted in DNA (for women)
- Legacy defined –
 - Was a noun for a long time, meaning ambassador or gift
 - “transmitted from ancestors” – bequest
 - In 1990 it became an adjective meaning outdated...not good!
 - Take the wrinkles out of your portfolio
 - What is your legacy?

Question and Answer

- How do you be the best you can be?
 - We have evolved into an experienced economy
 - Your pathos must be the highest, and ethos should exceed logos
 - Dave Alrich wrote *Why Work?* about identifying signature strengths
 - Do not do things you are not good at
 - Doing so will hurt all three – ethos, pathos and logos
 - Don't try to be all things to all people
 - Think about how else you can add value (i.e. webinar)
 - Look at signature strengths (2-3 passions)
 - “If you love what you do, you never have to work a day in your life”
 - Do not work with people who are assholes – it is miserable for all
 - Google signature strengths test to find out what yours are
- What do we need to do to get on board?
 - Do a better job of mentoring younger women
 - Be an entrepreneur, which takes four skill sets:
 - Wit
 - Invention
 - Enterprise (hard work)
 - Discovery (new ways for doing old things)
 - Example – Sarah Blakely created Spansks and is an entrepreneur tycoon
 - Rich people work hard and are smart; 97% of them did not inherit their riches, but earned them
- What about the internet? What do we use and how do we instill it?
 - Provides instant gratification
 - Many of us have never experienced suffering
 - You must model the behavior you want to instill – you are the culture
 - Leadership is not easy; its not even easy to lead your own life
 - Authenticity goes a long way
- Which companies are doing well?
 - Cbeyond – trying and doing a good job
 - McKesson – identifying signature strengths of high potential people

- Credentials matter:
 - With a high school diploma, there is a 35% unemployment rate
 - BA – 5%; MA – 2%; PhD – 1%
- Employee engagement is at an all time low
 - This is the number one workplace issue
 - Fixing this is a cheap way of taking market share from others
- Chase your dreams!
 - i.e. 19 year-old son making movies