ASTD 2014 ANNUAL CONFERENCE:
WOMEN, LEADERSHIP AND SUCCESS

JOHN KEYSER, COMMON SENSE LEADERSHIP

WHY THIS IS SO IMPORTANT…

"This is not a gender issue, it is an economic issue!"

~ U.S. Chamber of Commerce

Common Sense Leadership

Why this is so important to me…

Why I wrote
WOMEN, LEADERSHIP and SUCCESS

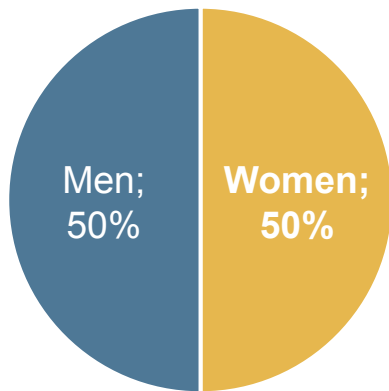*Senior executives share how women drive success*

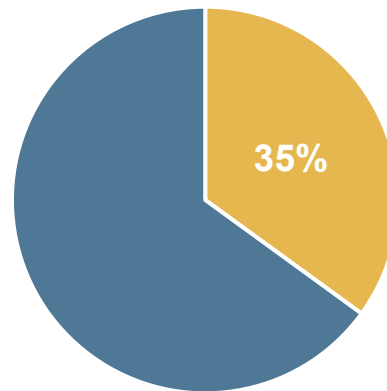*Seize this opportunity to be forward thinking leaders*
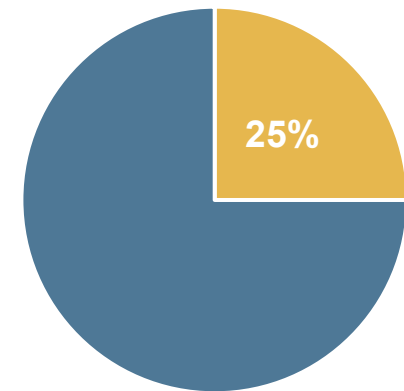
ESTIMATES OF WOMEN IN BUSINESS

Workforce

Men; 50% Women; 50%

Middle Management
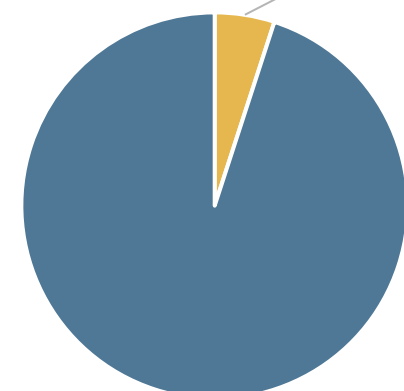
35%

Above Middle Management

25%

Executive Committee Members

13%

Board Members

13%
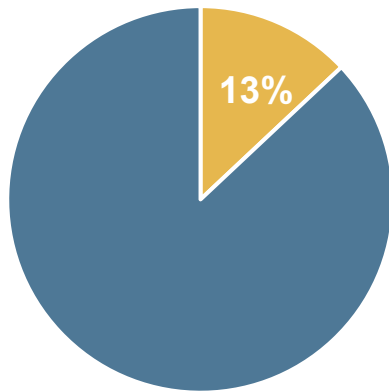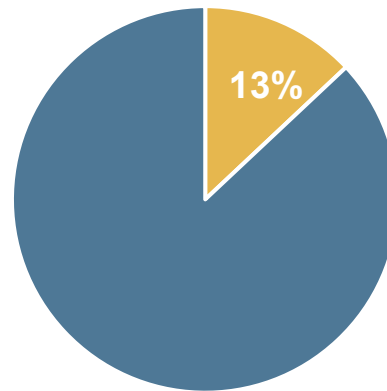
CEOs

5%

Companies should not be run by men only, nor predominantly men.

We need to give our people the best possible leadership.

IN GENERAL, MEN'S LEADERSHIP SKILLS

Confidence

Decisiveness

Boldness

Risk Takers

IN GENERAL, WOMEN'S LEADERSHIPS SKILLS...

Relationships, caring about others

Inclusiveness

Empathy

Preparation

Risk awareness

Open-Mindedness

Multi-Tasking

Consideration of long-term effects on people

Asking questions, asking for help

Especially conversations, relationships, and emotional intelligence.

To effectively lead our people, we need all of these skills!

WE SOMETIMES HEAR...

- "We cannot find the right women."

- "Women do not make good bosses."

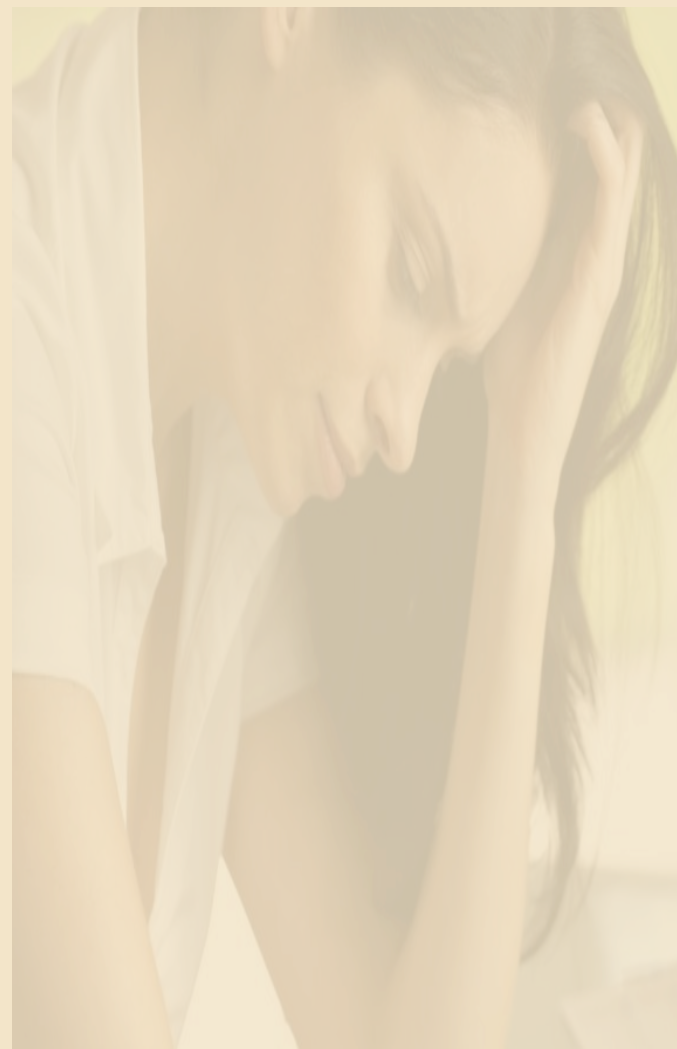- "Women do not help other women coming up behind them."

Women, be <u>YOUR</u> best selves!

THE CONFIDENCE GAP BETWEEN WOMEN AND MEN

- Let's try to help women with their inner-confidence

- Discuss, read, seek and provide constructive feedback

TO RETAIN OUR WOMEN

- Ask our people what they need - bottom up ideas are the best ideas

- Be flexible, today's technology allows us to be

- Everyone must understand and support this priority

  and…

Get good people, treat them well, and EMPOWER THEM!

They will live up to our level of trust!

READ ONE LEADERSHIP BOOK A MONTH

- The 100/0 Principle by Al Ritter

- The Power of Less by Leo Babauta

- Fierce Conversations by Susan Scott

- Quiet by Susan Cain

- The Go-Giver by Bob Burg & John David Mann

- Focus on the Good Stuff: The Power of Appreciation by Mike Robbins
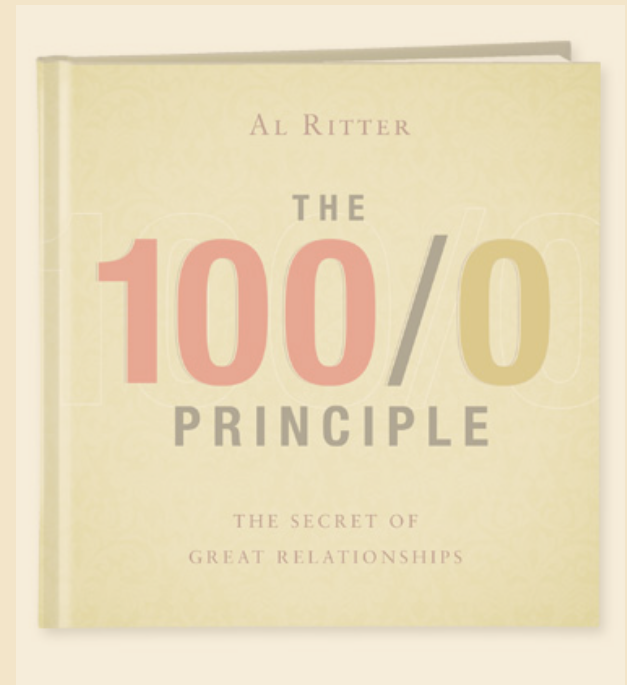
Please share your progress, ideas and challenges with me.

Common Sense Leadership

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