

# TRANSLATING YOUR VALUE

Presented by Gail Scarboro-Hritz, Managing Partner

Hritz Management Services

Friday, March 15<sup>th</sup> at the South Carolina HFMA Chapter Women's Conference

# Translating Your Value

## ▶ Session Synopsis

- ▶ *This session will offer insights about managing your professionalism, image, and work performance in ways that enhance your value to the organization and give you more control over your career, your destiny, and your money.*

# Translating Your Value

- ▶ Why Me ?

- ▶ Attitude

- ▶ Confidence

- ▶ Learning

- ▶ Development

- ▶ Mistakes

- ▶ Experience

# Translating Your Value

- ▶ What Gets In Your Way ?
  - ▶ Female Attributes - *There is absolutely nothing wrong with you !*
    - ▶ We care
    - ▶ We are fearful
    - ▶ We are shy
    - ▶ We share
    - ▶ We are not quitters

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## ▶ Expressing Anger - WAIT !

### ▶ Get it OUT !

- ▶ Tell your best friend, your sister, your mother, or the babysitter because they don't care about the others, they will listen, and they will support you even if they don't agree with you.
- ▶ Once released from the grip that anger and frustration hold you in and with the intensity dialed back schedule a brief meeting to discuss your concerns.
- ▶ Only ask for 15 minutes and let the other party decide if he/she needs more time. This signals that you have worked through whatever is going on and are simply there to express your opinion and/or to ask for what you want.
- ▶ Take talking points to the meeting.

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## ▶ Should Women Act Like Men ?

- ▶ The answer is NO - we do NOT need to copy men
- ▶ Attire and adorn yourself in ways that capitalize on your assets without sacrificing your professional image
- ▶ We should learn from men
  - ▶ Don't take everything personally
  - ▶ Be slightly more competitive
  - ▶ Talk about what you think or believe or what experience has taught you versus what you feel
  - ▶ Be yourself - that is the best “look” of all
  - ▶ Avoid the double bind

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- ▶ What Does Luck Have To Do With It ?
  - ▶ *Luck is defined as success or failure by chance and not related to one's own actions*
  - ▶ *I was just lucky to get hired when I did*
  - ▶ *I was just in the right place at the right time*

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- ▶ Subconscious Bias - A Tricky Topic
  - ▶ Women are socialized to accept what is given not build a compelling argument to get what they have earned or deserve
  - ▶ Our subconscious bias filters blur our focus and keep us from reaching our goals
  - ▶ Women have adopted beliefs that we don't even realize we have
  - ▶ For instance, women equate security with money and many women still view making and managing money as a male role
  - ▶ Women are expected to be nice before all else



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- ▶ Cultural Dominant Model
  - ▶ Our society still casts women and men in roles
  - ▶ The wage gap is alive and well
    - ▶ Women have made many gains but why not more
      - ▶ Women have on average 3 degrees compared to men who have on average 2 degrees
      - ▶ Women have more master's degrees
      - ▶ Only 19% of Congress seats are held by women
      - ▶ Women hold less than 20% of the top positions
      - ▶ Women start behind the starting line

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## ▶ Branding & Identify

- ▶ Can you think of yourself as a commodity?
- ▶ What causes you to be attracted to a product or service?
- ▶ What do you want to present to the market place while maintaining your commitment to be yourself
- ▶ There is a difference between designing your brand and selling yourself than “acting a part”
- ▶ Tip - take time to be alone, be still, and center your core

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- ▶ Women Are Good For Business
  - ▶ Women boost the bottom line primarily because they are collaborators and do not need to “win”
  - ▶ Norway requires that 40% of the board members of publically held companies have to be female
  - ▶ Strong, effective leaders of both genders state that a genuine leader is gender indifferent
  - ▶ It is calculated that the correct ratio of women to men is 33% as on the supreme court
    - ▶ At 1/3 women, gender becomes neutralized

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- ▶ **Motherhood - The Game Changer**
  - ▶ Men talk about their children all the time and make accommodations to be with them even around a demanding job
  - ▶ Women often suffer in silence thinking it will be viewed as a weakness to talk about their children
    - ▶ Women with children are perceived as less competent and less committed to their roles
    - ▶ When competence increases, women are perceived as less warm
    - ▶ Is there a motherhood penalty
    - ▶ Mothers are consistently ranked as less competent and are offered an average of \$11K less for the same job as a female who is not a mother

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## ▶ Picking Up The Mop

- ▶ If there is work to be done, women dive in, don't stay on the sidelines - it doesn't have to be glamorous....it just needs to get done so we do it
- ▶ In 2018, 25% of women now earn more than their husbands
- ▶ The Girl's Lounge rebranded the Female Quotient - the more we advocate for one another, the better business and life will become
- ▶ The power of the collective moves mountains
- ▶ Be comfortable with hearing "no"

# Translating Your Value

- ▶ Contact Information

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## ▶ Credits

- ▶ Sheryl Sandberg - Google CEO to Facebook CEO and author of Lean In
- ▶ Gloria Steinham - Inspired the Women's Movement in the modern age
- ▶ Ruth Bader Ginsburg - Supreme Court Justice
- ▶ Valerie Jarrett - high profile leader
- ▶ Mike Brzezinski - co-host of Morning Joe on MSNBC
- ▶ Arianna Huffington - Huffington Post
- ▶ Ronald & Nancy Reagan - President married to a very strong woman
- ▶ John & Cindy McCain - Two very brave people
- ▶ Barack & Michele Obama - Precedent setting couple
- ▶ Tina Brown - Vanity Fair
- ▶ Kate White - Cosmopolitan Magazine
- ▶ Suze Orman - Financial Expert

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## ▶ Credits

- ▶ Katty Kay - British Journalist
- ▶ Ann Coulter - Social & Political commentator
- ▶ Phil Griffin - MSNBC Executive
- ▶ Susan Chira - New York Times
- ▶ Liz Bentley - Executive Coach
- ▶ Jeanne Heffernan, Partner & Trial Lawyer at Kirkland & Ellis
- ▶ Victoria Budson - Executive Director of the Women & Public Policy Program at Harvard
- ▶ Joy Behar - Comedian and host on The View
- ▶ Jack Welch - CEO General Electric
- ▶ Lesley Jane Seymore - CEO of the Covey Club
- ▶ Nora Ephron - Author and Director (now deceased)
- ▶ Donnie Deutsch - Advertising Executive