



# CHANGING PERCEPTIONS OF WOMEN IN BUSINESS

THE RISE OF WOMEN LEADERS

03/26/2024

# DR. CLAIRE MUSELMAN

My mission in life is not merely to survive, but to thrive; and to do so with some passion, some compassion, some humor, and some style.

– Maya Angelou





A photograph of a breakfast table. In the foreground, a cup of coffee with a latte top sits on a saucer. To its left, a cinnamon roll is on a plate with a fork. In the background, another cup of coffee and a bun are visible. The table is made of dark wood.

Eat breakfast.

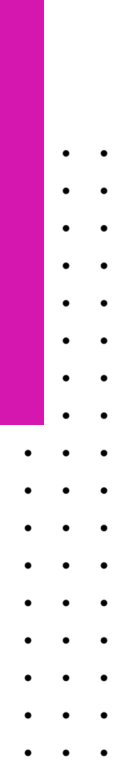
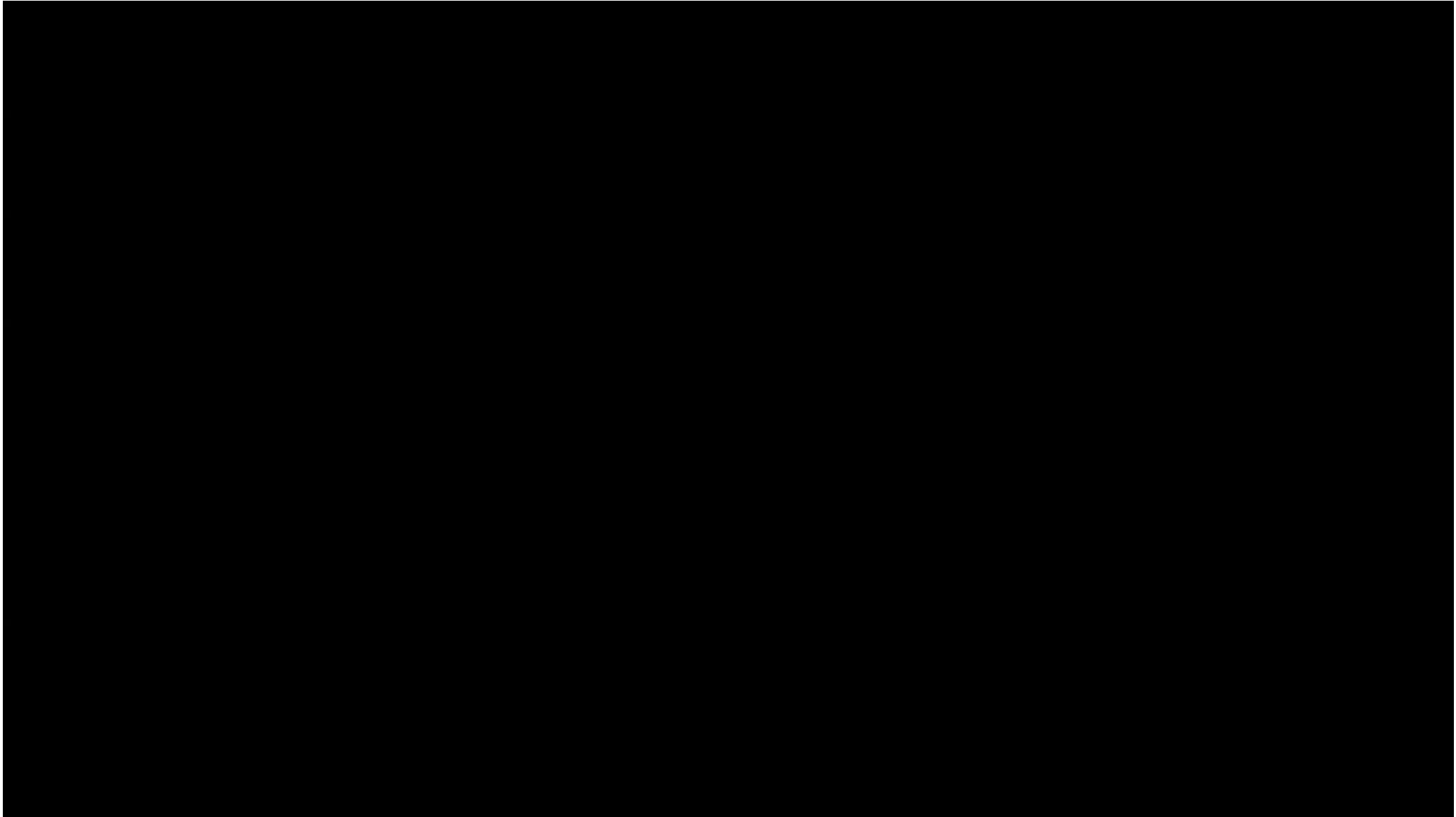
Please, eat the food.

Get some coffee.

We will engage with  
other humans.

FOR THE  
MOMENT


**TO SET THE TONE...**







# LIFE LESSONS FROM A KINDERGARTENER...

! Boring is easy...


 If life is a game... aren't we all on the same team?

 I'm on **YOUR** team. Be on **MY** team!

 Create something that will make the world awesome!

 ... I took the road less traveled.

 “Don't stop believing” unless your dream is stupid. - *Journey*

 We can make every day better for each other.





# TODAY

Every presentation offers an opportunity to alter perceptions...

Every encounter offers an opportunity to alter perceptions...

Every conversation offers an opportunity to alter perceptions...

... through the power of *influence*.



# AGENDA

- BDE - SNAPSHOT
- ACTIVITY
- WHO ARE YOU?
- EXECUTIVE ENERGY
- COMMUNICATION
- ACTIVITY





YOU!



# PATRICIA FRIPP

It is not people's job to remember you. It is your obligation and responsibility to make sure they do not have the chance to forget you!



**BRIGHT  
DYNAMIC  
ENERGY:**

SPARKLE & SHINE,  
AUTHENTICALLY





**0.33**  
**SECONDS**





**ENERGY  
MATTERS**





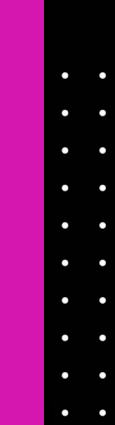
# BODY LANGUAGE

**SMILE!**





IOWA NICE



**LISTEN  
WITH  
POISE**







... PAUSE



THE GIFT  
OF  
OPPORTUNITY







**EYE COLOR**





# NAMES

- The sweetest sound anyone can hear is the sound of their own name.
- To remember someone's name, work their name into your conversation seven times for it to be programmed into your memory.



A yellow diamond-shaped sign with a black border and two reflective yellow circles at the top and bottom. The sign is mounted on a black post. The background is a bright blue sky with white, wispy clouds and a large, bright sun in the upper right quadrant, creating a lens flare effect. The text on the sign is in a bold, black, sans-serif font.

**EXPECTATION  
VS  
REALITY**

**ZERO EXPECTATIONS**





A  
B

$$\frac{A}{B} \approx 1.618$$

$$\frac{A}{B} \approx 1.618$$

# THE GOLDEN RULE

A



P<sub>4</sub> A<sub>1</sub> U<sub>1</sub> S<sub>1</sub> E<sub>1</sub>

**TIME IS YOUR FRIEND.**





**SEE ONE, DO ONE,  
TEACH ONE.**

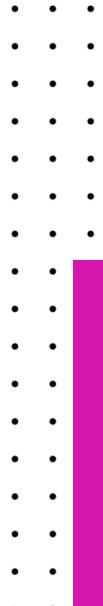


**FAVORITE  
SUBJECT:  
ME!**

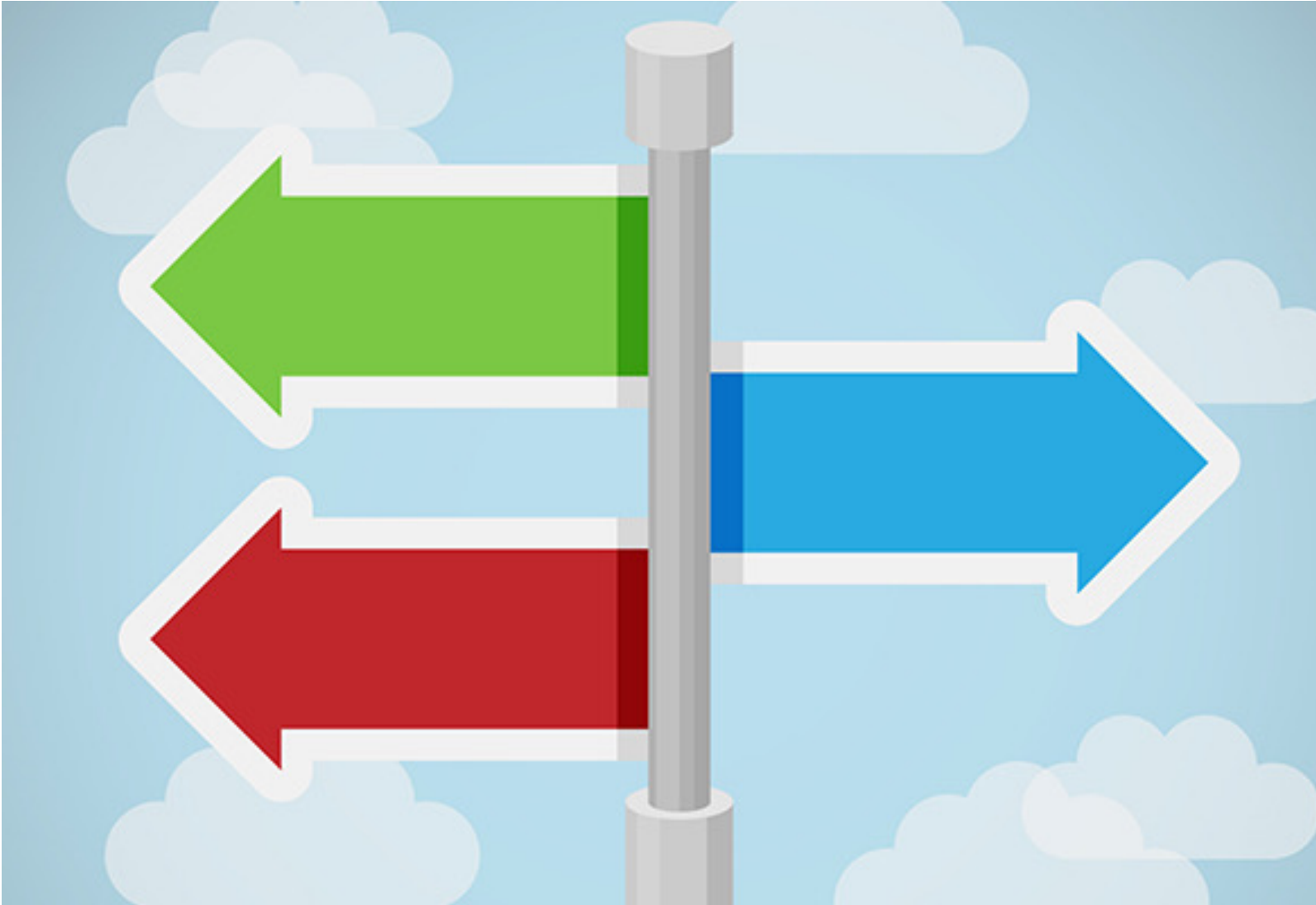




**MOODS =  
CHOICE**







**OPTIONS!**







**BECAUSE...**



**HOW YOU TALK TO  
YOURSELF.**





An aerial photograph of a beach. The water is a vibrant turquoise color, and the sand is a deep reddish-brown. A wave is breaking on the shore, creating white foam. The text 'THE LIFE FORCE PYRAMID' is overlaid in white, bold, sans-serif capital letters on the right side of the image.

THE LIFE  
FORCE  
PYRAMID



# THE LIFE FORCE

## PYRAMID:

**SELF**

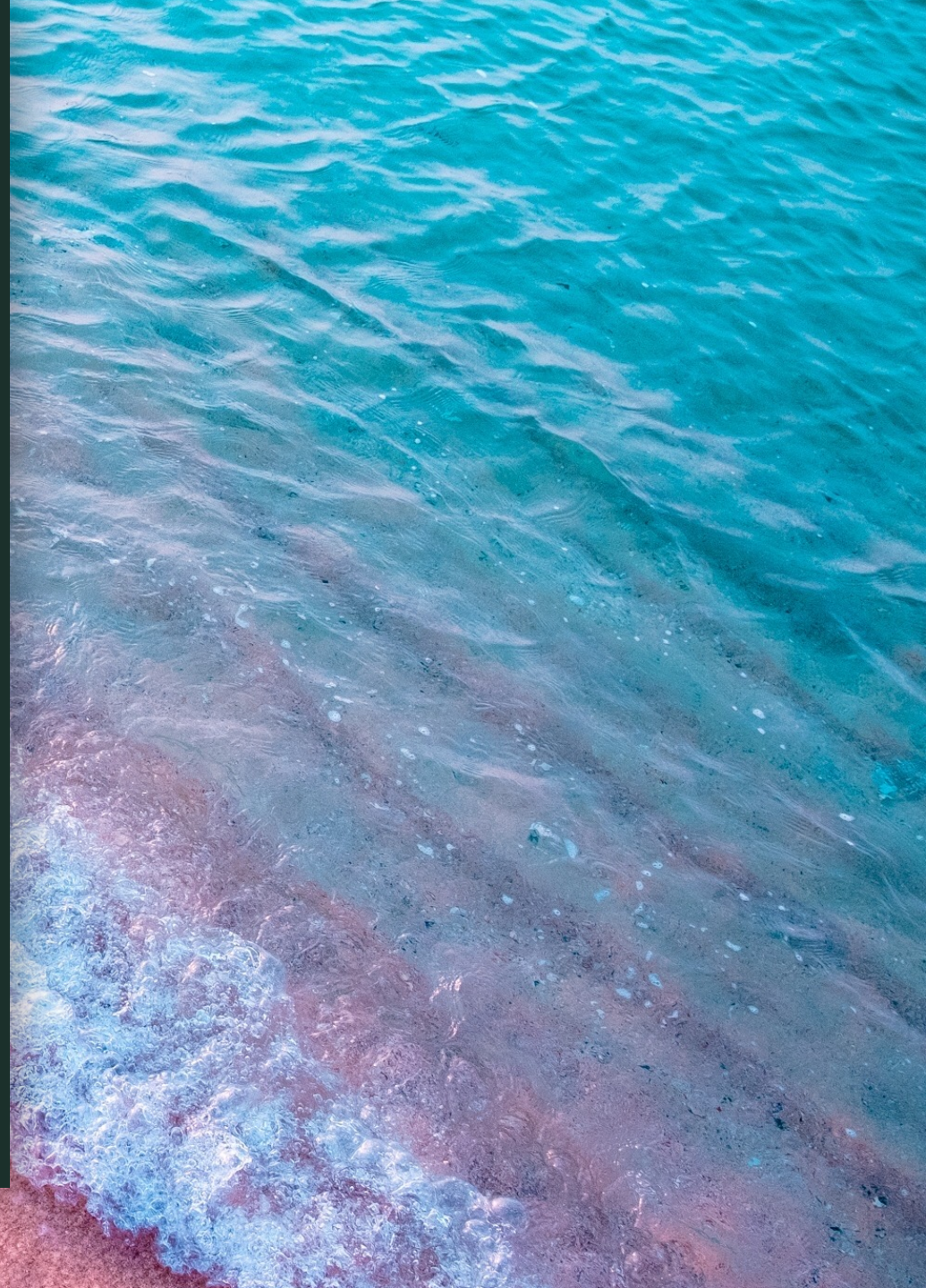
(WRITE) ~ 5%

**RELATIONSHIPS**

(CONNECTION) ~ 10%

**PHYSICAL BODY**

(MOVEMENT, NUTRITION,  
SLEEP) ~ 85%

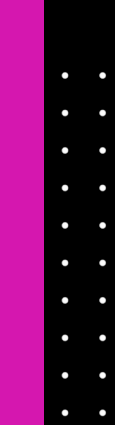






**HAD ENOUGH  
COFFEE?**





**INTRODUCTIONS:  
WHO AM I ?**

# LET'S MAKE A FRIEND!

\*Quick introduction & a little about yourself.\*

It's okay. I'll wait.

And also... so much to cover!





2:00







**BACK  
TO  
YOU...  
ROUND TWO**

**WHO ARE YOU?**

- No positions
- No titles
- Nothing related to family
- Nothing related to work



2:00





**LET'S  
TRY IT  
AGAIN**

**MEET A NEW FRIEND**

**INTRODUCE YOURSELF**





**WHO ARE  
YOU? HOW  
DO YOU  
DESCRIBE  
YOURSELF?**

What sets your soul on fire?

What motivates you to get out of bed in the morning?

What gets you excited about life?

Where do you like to spend your time, energy, resources when you aren't here right now?

Where do you focus your time, talents, treasures?

What brings you joy?

Where are you from? What truths do you own?

How do you want to leave people?

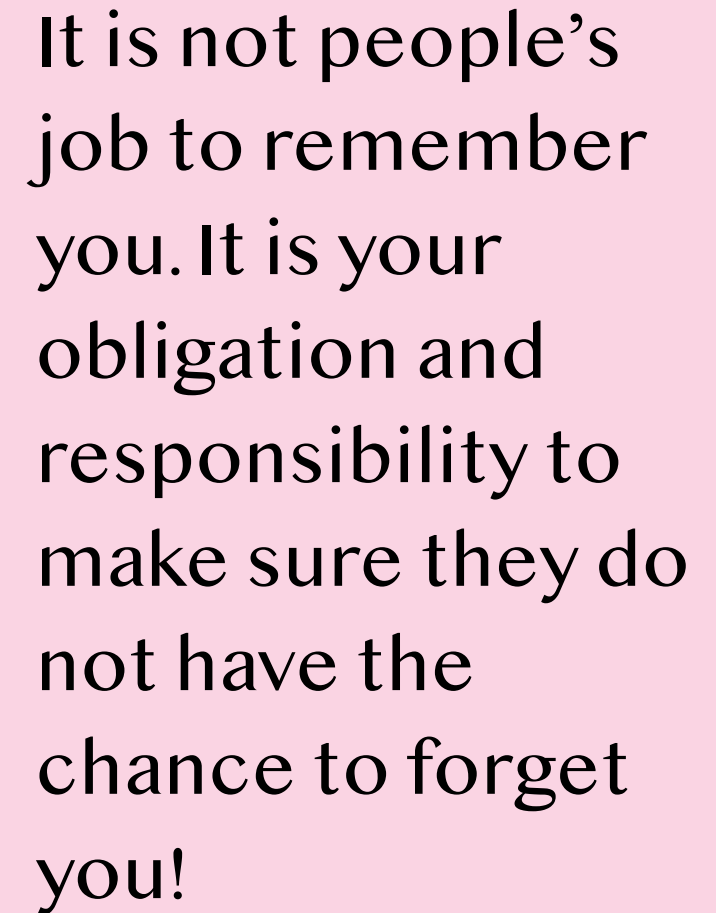
2:00







**PATRICIA FRIPP**



It is not people's  
job to remember  
you. It is your  
obligation and  
responsibility to  
make sure they do  
not have the  
chance to forget  
you!



# CONTINUING WITH YOU...

What do you do for YOU?

- Not for friends
- Not for family
- What makes YOU happy?
- How often do you do it?



# EXECUTIVE ENERGY





# THE LIFE FORCE PYRAMID:

**SELF**

(WRITE)

~ 5%

**RELATIONSHIPS**

(CONNECTION)

~ 10%

**PHYSICAL BODY**

(MOVEMENT, NUTRITION, SLEEP)

~ 85%





# WHY EXECUTIVE PRESENCE (ENERGY)?

Why does it matter?

How do you 'get' it?

When is it achieved?

Who can you think of  
that has exceptional  
presence?

Where is this needed?

So... what is it?




**H O W   Y O U  
L E A V E  
P E O P L E  
+   O R   -**





# AUTHENTICITY, BELONGING, & MEANINGFUL WORK



What does this mean  
for you in the  
workplace in terms of  
overall inclusion?

DEI within  
organizations:

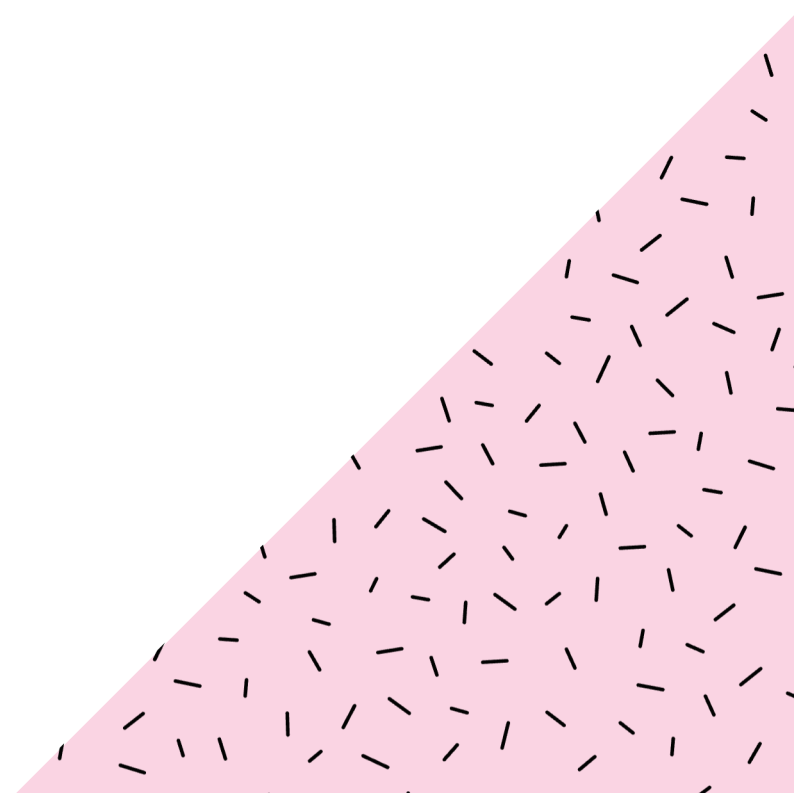
- increased engagement by 2x
- 75 % of employees “cover” in the workplace
- inclusive leaders increase employees feelings of inclusion by 70%

# DIVERSITY, EQUITY, INCLUSION & BELONGING

- Be curious and listen to understand.
- Show respect & suspend judgment.
- Note any common ground as well as any differences.
- Be authentic & welcome that from others.
- Be purposeful & to the point.
- Own and guide the conversation.
- Organizational diversity begins with individual diversity.

What steps have you taken in your personal journey ?

How do you show up for others?





# THE SOCIAL GAME



## FAKE IT UNTIL YOU MAKE IT?

- Stop faking it!!

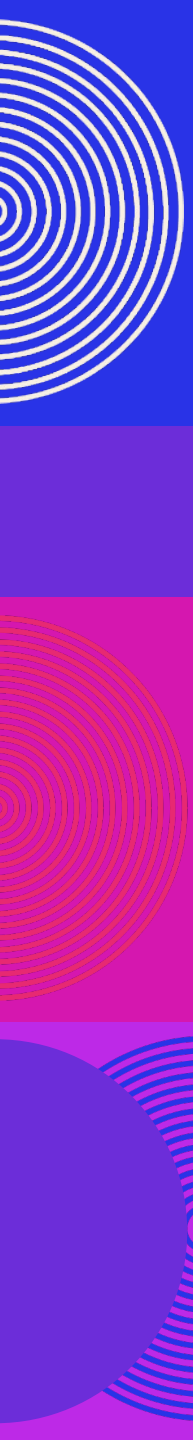
## AUTHENTICITY

- Authenticity is on the rise...

## ATTITUDES

- These spread...contagious!!

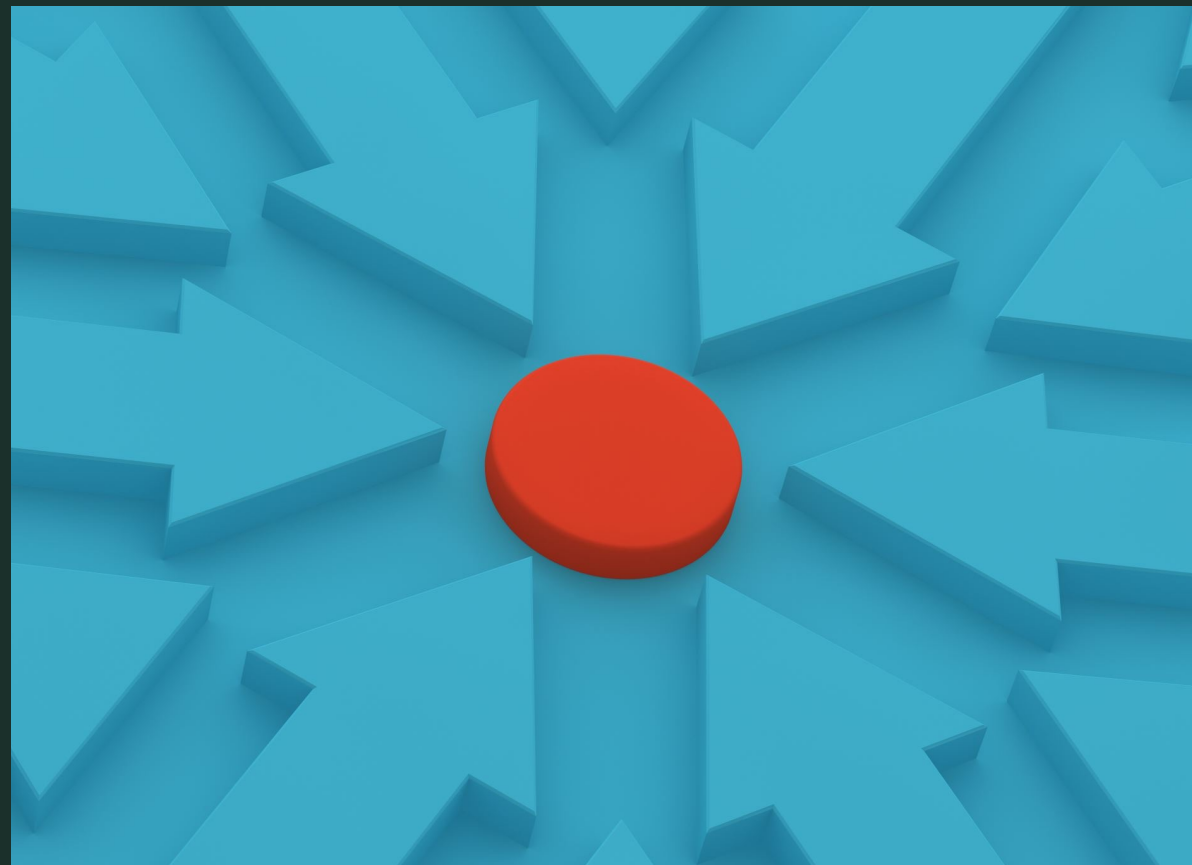
You CAN get along with everyone... and you don't have to get along with everyone.



# TAKING CONTROL = SUCCESS

## WHERE DO YOU THRIVE?

- Where – location
- How – situation
- With Whom – people!



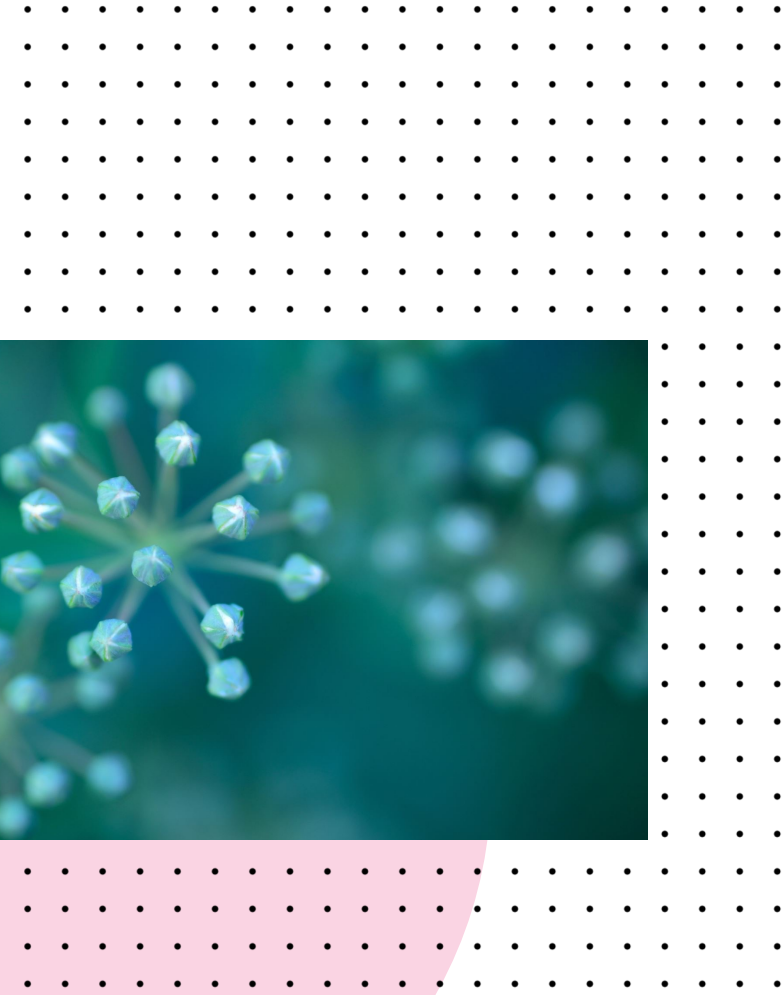


**B U D T O B L O O M**

~ \_ \* T R Y I T \* \_ ~

**B L O S S O M**

~ \_ \* D O I T \* \_ ~





# BUD TO BLOOM

- Cultivate Awareness in Yourself.
  - What do you like? What do you not?
  - Stop forcing yourself to socialize in ways that drain you.
  - Go where you can bloom... thrive versus survive.
  - Say no. (If you learn to say no, then you can say yes.)
- Make your confidence contagious.





# BLOSSOM



SAY NO TO ONE EVENT OR TASK  
THIS WEEK YOU ARE DREADING.



FIND YOUR WALK OUT SONG.



# FIRST IMPRESSIONS

It is not always a one and done...

Decisions on people are made before we hear them speak!!

Think fight or flight response





# THE LEVELS OF INTERACTION



## Level One

Friend or foe?

Subconscious personal safety check.



## Level Two

Winner or loser?

Confidence assessment.



## Level Three

Ally or enemy?

Does this person like you enough to back you up?

It's not what you say... but *how* you say it!



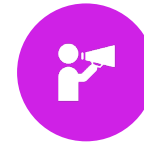
Use your hands!!



Using your hands to gesture when speaking builds trust with your audience!



Give a solid handshake.



Pay attention to how you stand.



Eye contact!! Eye contact builds trust... notice eye color!

# SUGGESTIONS



- 
- A hand is shown holding a small green plant with several leaves and buds. The background is a soft-focus scene of trees and sunlight, creating a warm, natural atmosphere. The text 'BUD TO BLOOM' is overlaid at the bottom left of the image.
- Confirm trust by showing your hands.
  - Pay attention to your stance.
  - Use the right amount of eye contact.

**BUD TO BLOOM**

# BLOSSOM

- Practice your handshake.
- Refresh your stance.
- Practice eye contact 60-70% of the time.

\*(I promise this gets easier.)





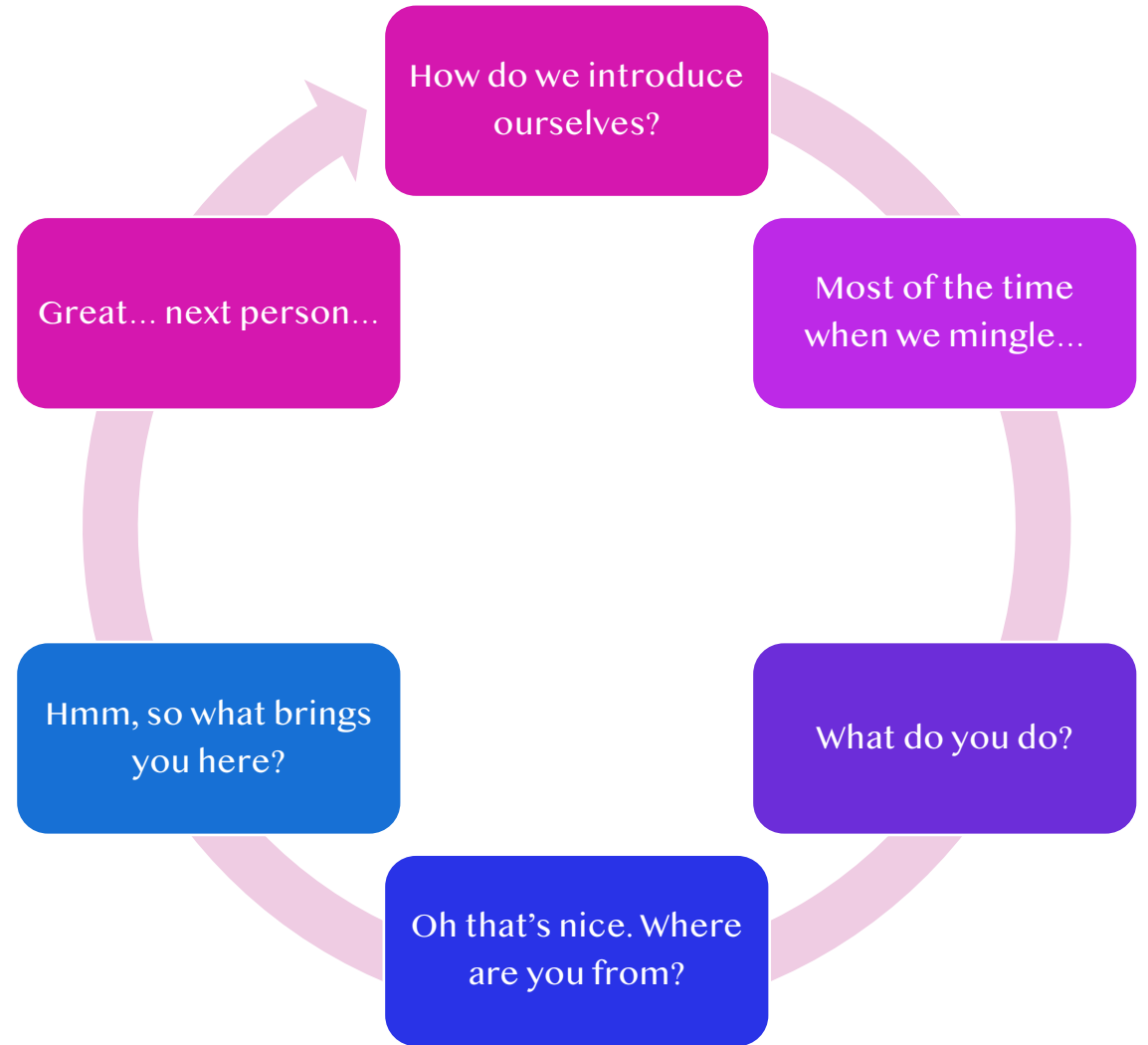
# CONVERSATIONS

SIMPLY PUT:

IT HAS NOTHING TO DO WITH  
YOU.



**THINK  
ABOUT  
THIS...**



# SOCIAL SCRIPTS

Breaking barriers – use conversation sparks!

- What was the highlight of your day?
- What personal passion project are you working on?
- Have anything exciting coming up in your life?
- What's your story?
- What brings you here?
- What do you do?
- How are you?



# BEING DIFFERENT WAKES PEOPLE UP

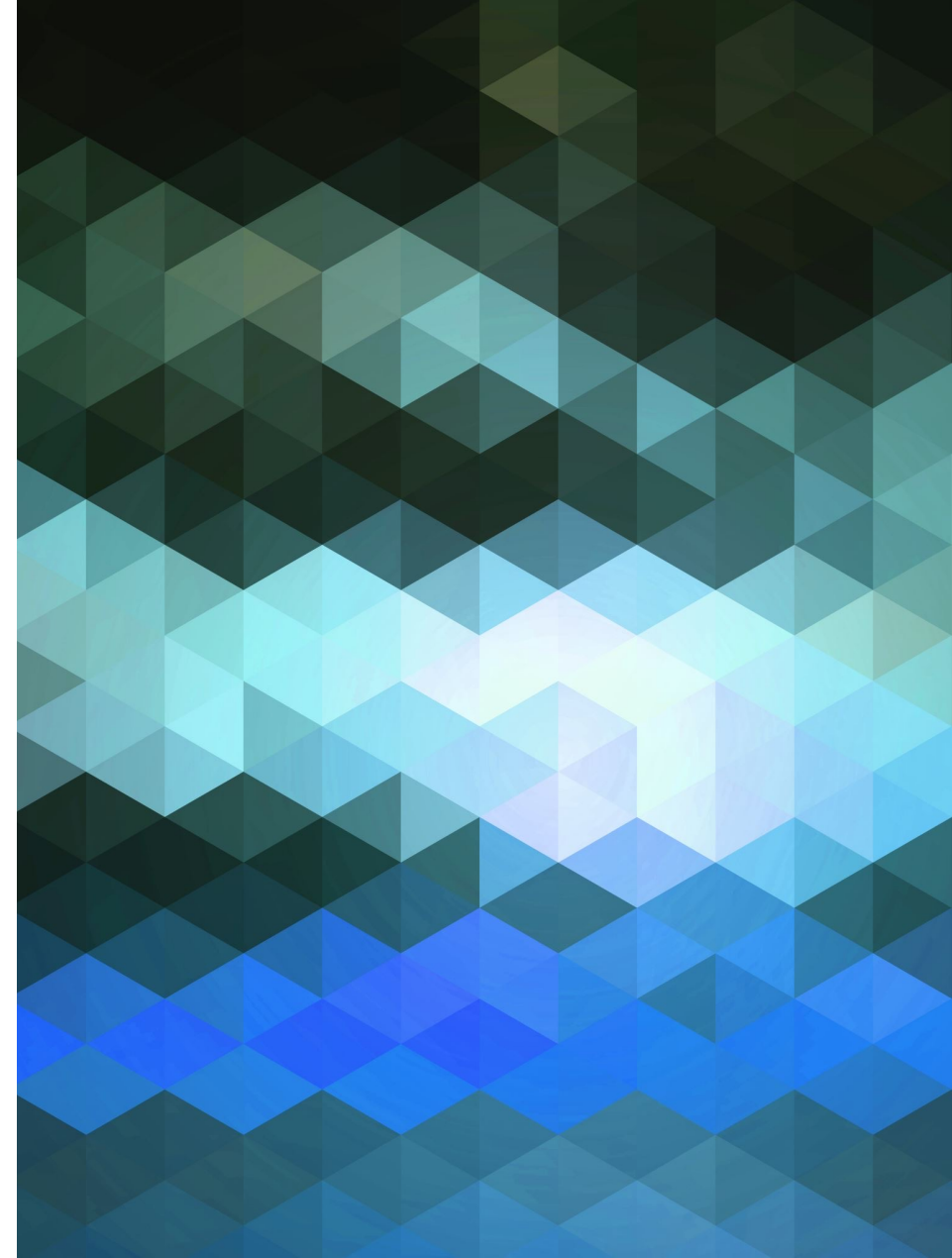
- Spice up your job title OR how you introduce yourself!!
- Put a unique quote in your e-mail signature
- Instead of coffee, serve vanilla tea, lemonade or cake pops!
- Send hand-written notes versus an email.
- Instead of thank you cards, think outside the box!
- Stickers, pins, lollipops, or popcorn.

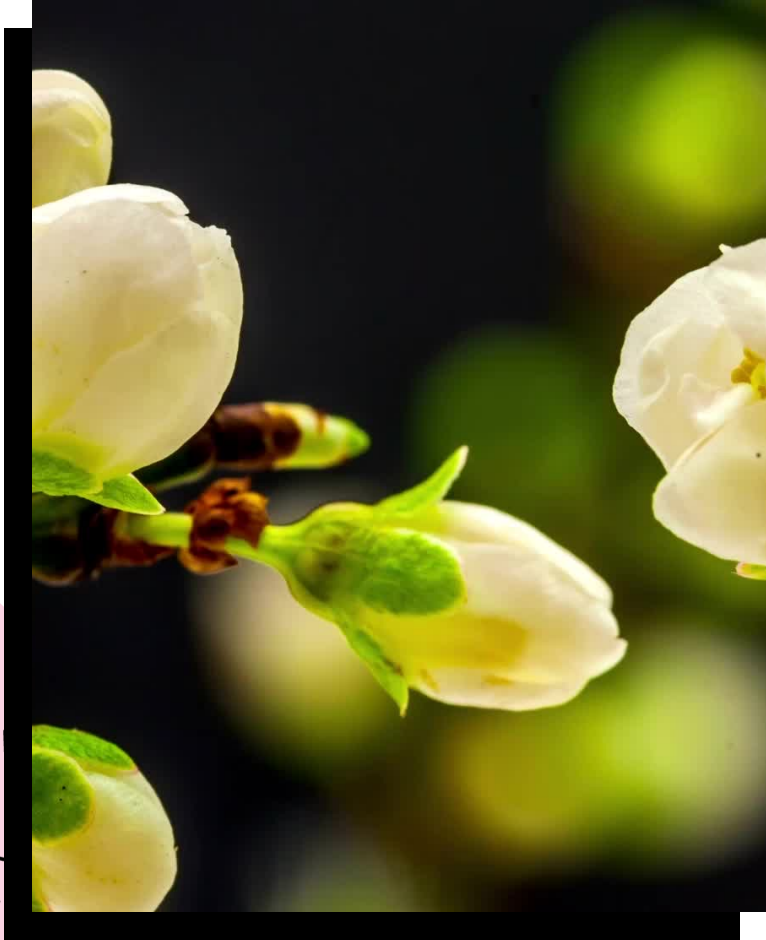




# PATRICIA FRIPP

It is not people's job to remember you. It is your obligation and responsibility to make sure they do not have the chance to forget you!





# BUD TO BLOOM

- We do not like to be around boring people.
- Abandon social scrips and change small talk.
- Choose unique topics to engage others.
- Use people's NAMES!!



# BLOSSOM

- Try a new conversation starter this week.
- Create something unique with your name, title, or signature line.
- Say hi.
- Most smiles are started by another smile. Be the smile. 😊



# BE MEMORABLE.



The best conversations aren't about what you say, they are about what you hear.



Talking about ourselves gives us pleasure.



Bring out the best in others by highlighting their strengths.



Positive labels – “You know everyone – you must be a great networker!”





LARRY KING

I NEVER LEARNED ANYTHING WHILE I  
WAS TALKING.

# BUD TO BLOOM

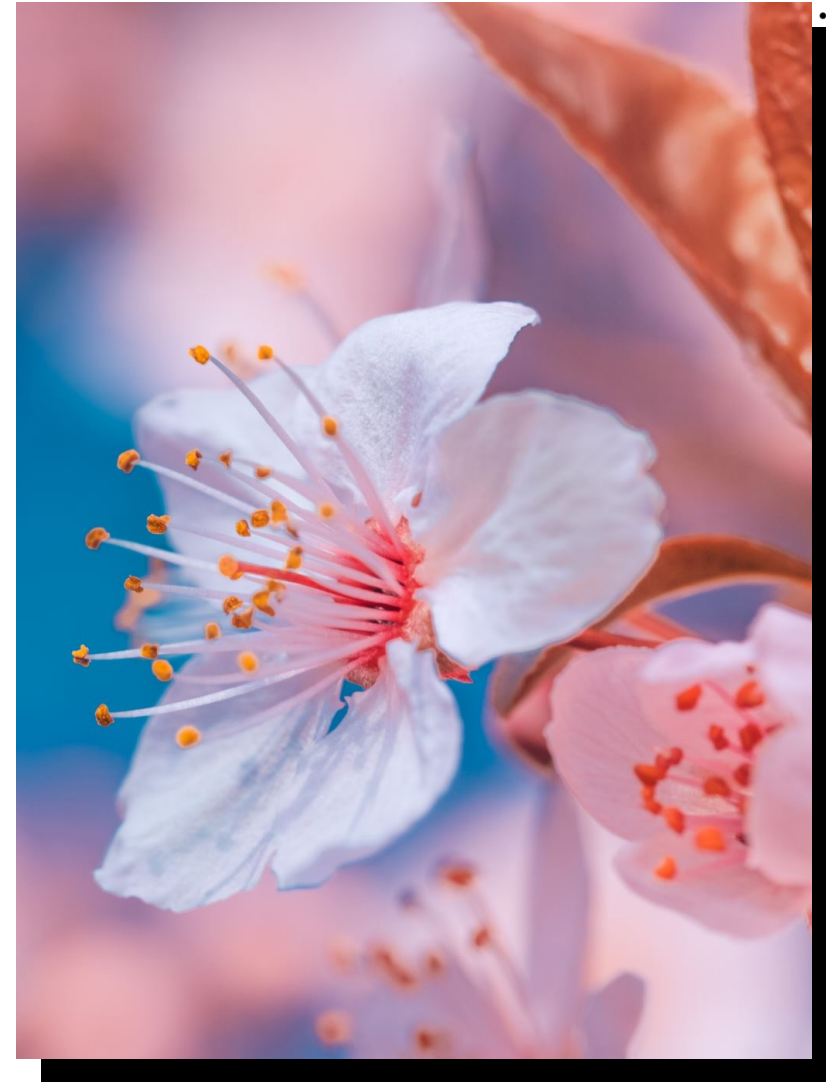


- See something, say something!
- Listen with purpose. Always search for the good.
- Be the high point of interactions by giving people a reason to remember you.
- When you expect the worst, that is exactly what you will get.



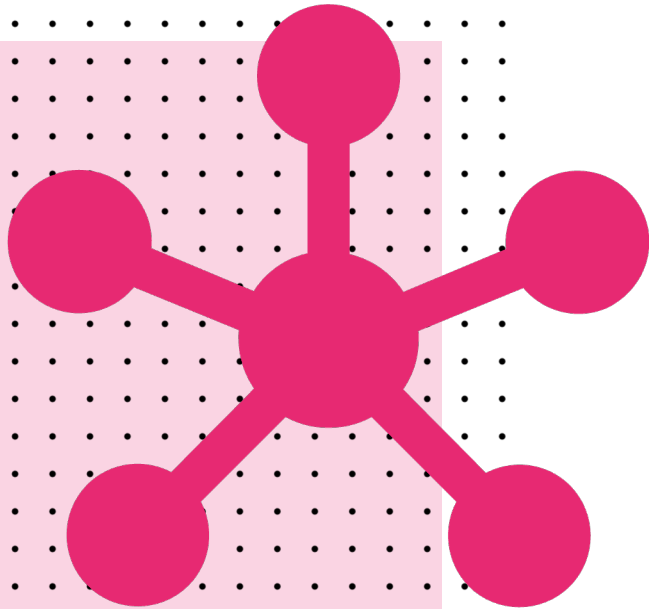
# BLOSSOM

- Introduce a friend or a colleague to someone they should know. Enhance the introduction by raving about each of the people being introduced.
- Who impresses you? Who is an amazing friend? Go tell them.



# IOWA NICE.

- It does matter if you are likeable.
- Find connection points.
  - Mutual connection.
  - Mutual interest.
  - Mutual organization.
- Become a power connector.
  - What is a challenge of yours right now?
  - Connect to three people.



# BUD TO BLOOM



- The more you have in common with someone, the more likeable you are.
- Don't overthink...
- Get deeper into substance. Ask why!
- Make someone's problem your own.



# BLOSSOM

Next person you meet, try to find three commonalities within the first three minutes of interaction.

Ask WHY five times to see if you learn something new. Use depth!!

Create a bond by asking a friend or a colleague if you can help them with something.

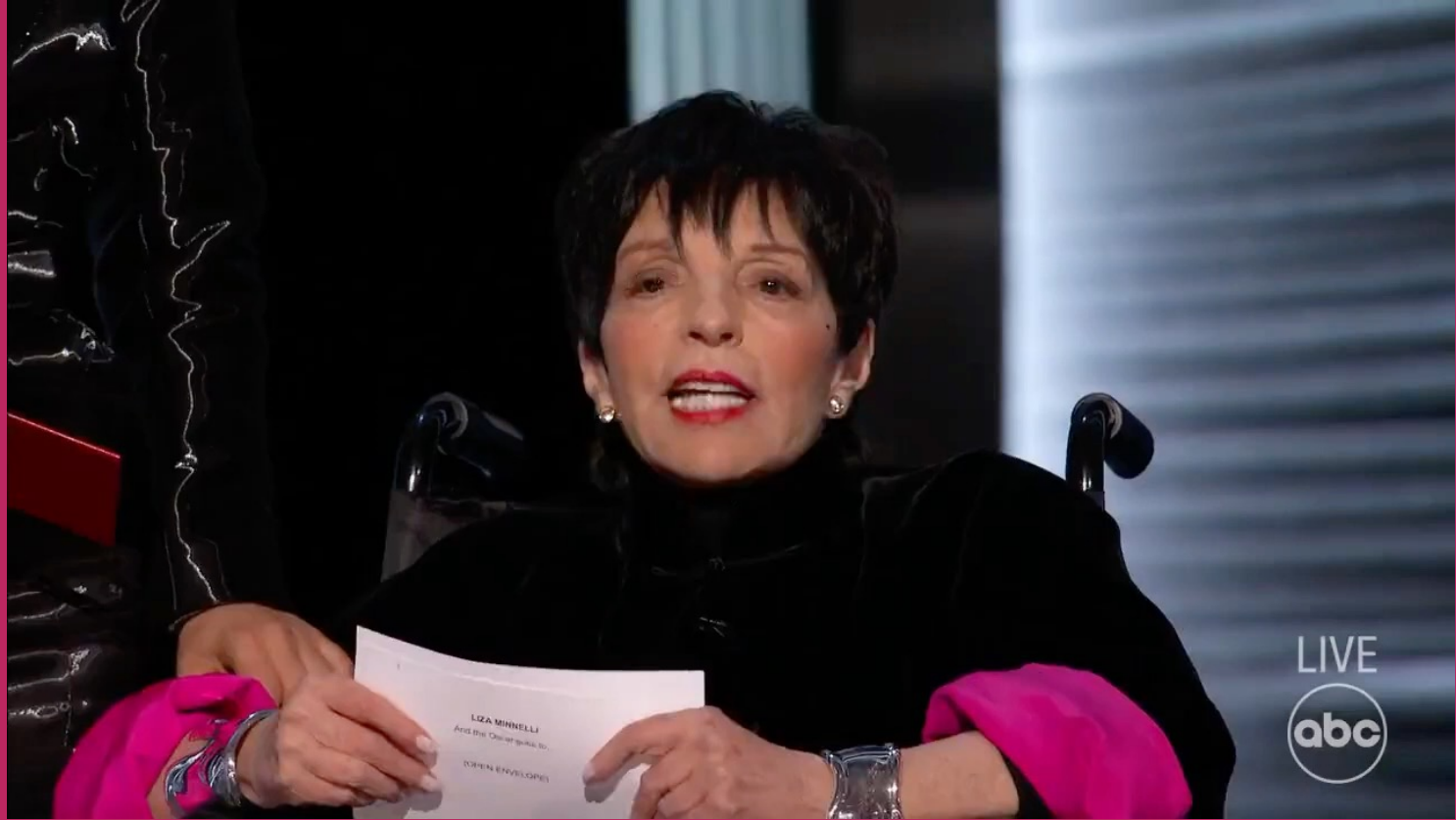


AND  
MOST  
IMPORTANT  
OF ALL



**SHOW UP FOR  
HER.**





LIVE  
abc



Lady Gaga whispered “I got you” to actress Liza Minnelli while presenting the final award at the Oscars. Pic credit:





FOLLOW-UP

QUICK  
ACTIVITY



2:00



# DIVERSITY, EQUITY, INCLUSION & BELONGING



Be curious and listen to understand.



Show respect & suspend judgment.



Note any common ground as well as any differences.



Be authentic & welcome that from others.



Be purposeful & to the point.



Own and guide the conversation.



**Organizational diversity begins with individual diversity.**



# HOW TO CHANGE? START WITH YOU.

There is nothing more beautiful than CONFIDENCE.

Be bold... be strong... bring others along with you...

Be adamant, expressive, and assertive.

DISPLAY your boundaries and take action.

Rather than let the world shape you, weighted down by the pressures of the media and peers, be exactly who you want to be.

Starting today... **make the world shape around you. (WALK!)**

And if you don't believe me... They **are** watching.







# START. RIGHT NOW.

- Change your alarm to YAY!
- Write a quote on your mirror.
- Brush your teeth with three.
- Love your body as you dress.
- Negativity has no place here.
- You got this before you leave.
- And say no. Go say no. 1 time.





TAKE THAT  
SEAT!

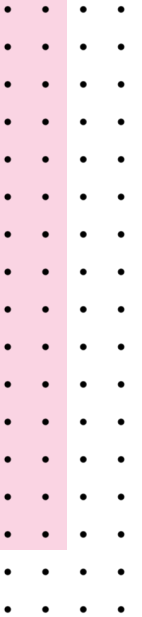
YES, YOU!!

INVITE HER TO  
COME SIT WITH  
YOU, JOIN YOU ...

LIKE TODAY.

HERE AT ICA ...

INCLUDE HER.







**THANK YOU!**

# DR. CLAIRE MUSELMAN

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