



National Retail Federation

Helping Women Find a Voice and a Place in Corporate America

Presentation by Trudy Bourgeois of Workforce Excellence

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I.

- a. Principle #1 – Become a student of the business.
- b. Principle #2 – Develop a Personal Contribution Platform which is future oriented.
 - i. Is it innovation? Is it saving money? Is it making money? Is it the ability to integrate new ideas into the business?
 - ii. Play to your strengths because then it doesn't feel like work – it's fun.
- c. Principle #3 – Move from an Individual Contributor to a People Developer/Manager/Leader.
- d. Principle #4 – Build Strategic Relationships.
 - i. Building strategic relationships helps you advance, get resources more readily and establishes your credibility throughout the organization.
 - ii. You need internal mentors; internal/external strategic contacts; a sponsor; a Board of Directors.
 - iii. Mentor = A person with whom you can “let down your hair”...someone who can show you the ropes. Don't give them all of the details (that's what a coach is for), but some of them.
 - iv. Sponsor = A person such as a senior executive who is present in succession planning discussions and knows you. Your sponsor can mention your name when project/promotions come up.
 - v. Board of Directors = A group of people who do not think like you and have competencies in areas where you may be lacking. You give them carte blanc to tell you what's wrong with an approach you are taking to a certain project/issue at hand. This is a group of people who help you see things you can't see. (e.g. People outside your industry. If you are not a creative person, then someone who is creative. If you are a non-technical person, then someone with more technical expertise.)
- e. Principle #5 – Market the Brand Called **YOU**.
 - i. This is an underdeveloped area for women because as young girls we are taught to put others first, “play nice”, etc. Men are taught the opposite, so they are more experienced at this than women.
 - ii. Marketing yourself is making other people aware of your skills/abilities/talents. The best way to approach this is to “open the doors for others”. Show the world how you can use your talent/passion/purpose for others.
 - iii. Marketing yourself is taking ownership of your skills/abilities.
 - iv. www.petermontoya.com has great info on building your personal brand.
- f. Principle #6 – Leverage Diversity as a Competitive Advantage.

- i. Create a team culture that promotes diversity and the richness each individual brings to the team.
- g. Principle #7 – Enjoy the Journey.
 - i. Don't say "yes" to everything -- Be strategic and prioritize.
 - ii. Establish boundaries so you have an effective work-life balance in place.
 - iii. There is no such thing as "super woman".
 - iv. This should be fun. Have a life! Take a vacation! Make choices!
 - v. Enjoy the journey and never forget about you!

Remember the 72 hour challenge – take a step within 72 hours to make a positive change in the direction of your goals.