


presents


Planning for the Unplanned: Making the Most of Career Defining Moments

With Alida Miranda-Wolff


CEO and Founder of Ethos



October 24, 2019 | 2:00pm-3:00pm EDT | www.fpsa.org



MODERATOR




Carmen Brown

EPSTEIN

Professional Development
Committee Member

FACILITATOR

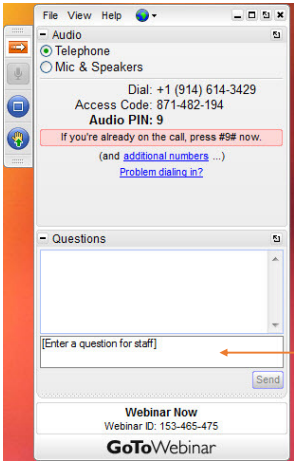


Kathleen Chance

TOMRA Sorting Solutions

Professional Development
Committee Co-Chair

But first, housekeeping items...



Please be sure to complete the survey at the end of the webinar.
Your feedback is important so we can continue to provide content important to you!

Type in your questions at anytime during the webinar via the Questions box



And for some gratuitous self-promotion....



ABOUT THE NETWORK

- ❖ *Purpose:* To establish a forum to facilitate positive transformation for women in the food and beverage industry
- ❖ 150+ members
- ❖ Ways to get involved:
 - *Events Committee*
 - Meet-ups at conferences, etc.
 - Women's Alliance Network Breakfast at PROCESS EXPO
 - Volunteer services (food banks)
 - *Professional Development Committee*
 - Webinars
 - i-Chats
 - Book Club
 - *Membership Committee*
 - *Fundraising Committee*



And for
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UPCOMING EVENTS/ACTIVITIES

❖ **Book Club**

- *The Male Factor: The Unwritten Rules, Misperceptions, and Secret Beliefs of Men in the Workplace*
- Friday, November 8, 2:00 – 3:00 pm ET

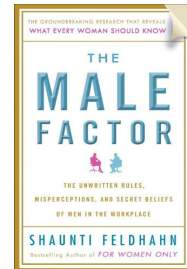
❖ **Webinar**

- Mid-December – Stay tuned for more information!

❖ **Mentoring Program – Coming Soon!**

❖ **FPSSA Annual Conference**

- March 4-6, 2020, Carlsbad, California



Visit <https://www.fpsa.org/fpsa-womens-alliance/> to join!



About Alida Miranda-Wolff

- CEO & Founder of Ethos, a culture consulting meets diversity, equity, and inclusion (DEI) firm serving over 30 growing and growth-stage companies across the US
- Formerly with the Hyde Park Angels where she headed up investors, partners, brand, and portfolio company growth
- Founder of the Chicago Mastermind Group
- Advisory Board Member at Prosper Strategies
- Certified mindfulness & meditation instructor, classical guitarist, and working artist



Agenda

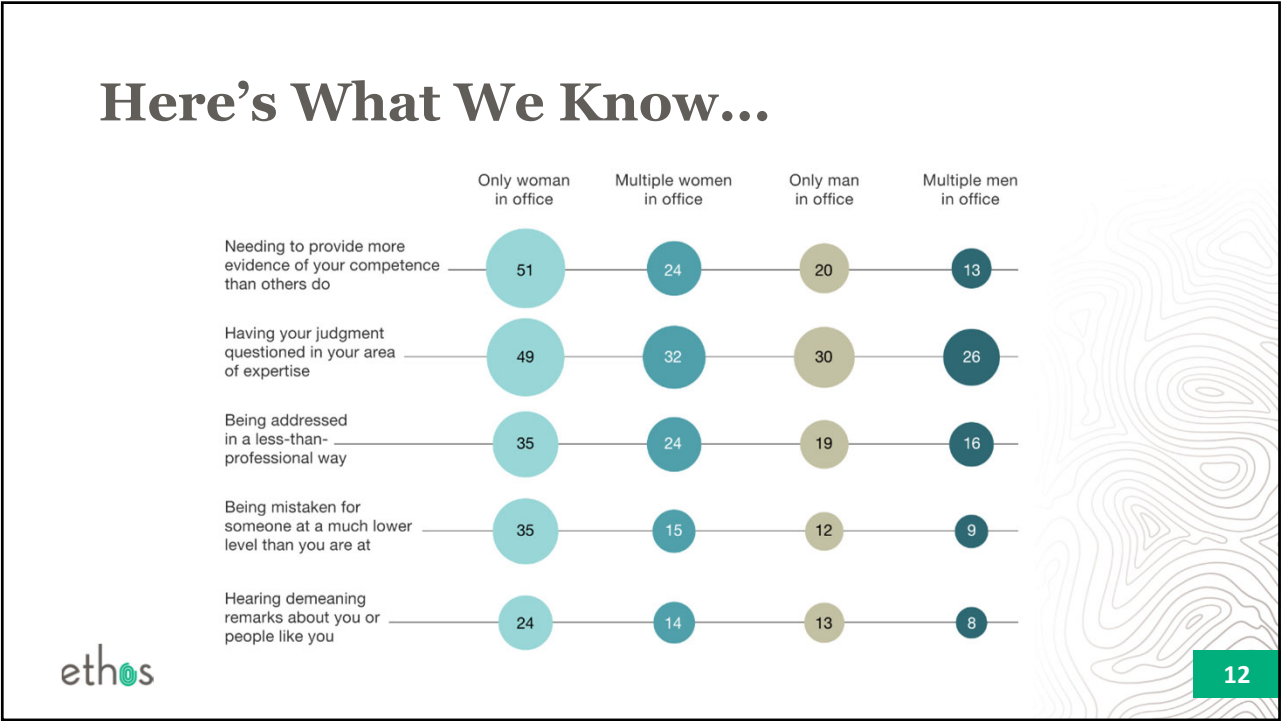
1. Introduction and Learning Objectives
2. Understanding Gender Inclusivity
3. Planning for Change by Starting with Why
4. Tools for Planning for the Unplanned
5. Next Steps and Questions

Your Guide for Today



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My Career Defining Pivot



Are We Listening?

- **University of California, Santa Barbara Study**
 - The study analyzed 31 two-party conversations.
 - When men were talking with men, researchers found 7 instances of interruptions.
 - In male/female pairs, they found 48 interruptions, 46 of which were instances of a man interrupting a woman.
- **George Washington University Study**
 - When men were talking with women, they interrupted 33 percent more often than when they were talking with men.
 - The men interrupted their female conversational partners 2.1 times during a three-minute conversation.
 - The women in the study rarely interrupted their male counterparts—an average of once in a three-minute dialogue.

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What Happens to People When We Don't Listen to Them?

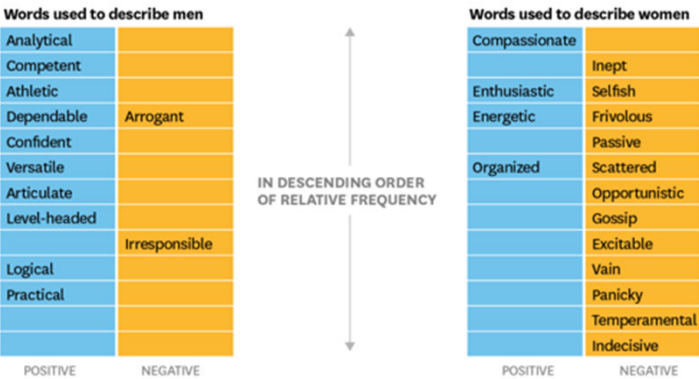
We hurt their career aspirations and miss out on future ideas and opportunities.

- **Fear of Communication:** When people speak and see their ideas ignored until restated by someone else, or shot down quickly, they are less likely to communicate.
- **Fewer Connections:** When people lack access to useful contacts and information, they face a disadvantage in negotiations.
- **Fewer Opportunities:** When people have fewer connections and don't communicate their ideas, they are also less aware of opportunities for stretch assignments and promotions, and their managers don't know their ambitions.

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Gender Bias & Language

Managers Use More Positive Words to Describe Men in Performance Reviews and More Negative Ones to Describe Women



SOURCE: AN ANALYSIS OF 81,000 PERFORMANCE EVALUATIONS, DAVID G. SMITH ET AL., 2018

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The Gender Double Bind



Women who
don't speak up
go unnoticed

Women who do
speak up
get rejected



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Planning for Change: Start with Why

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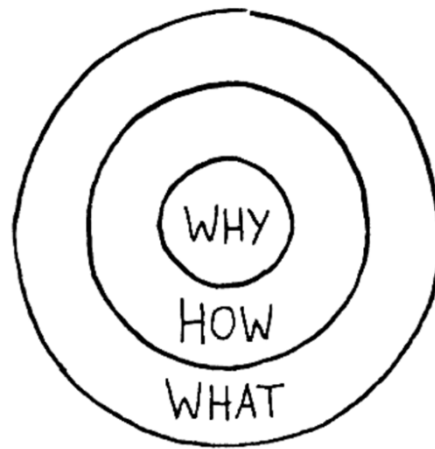
“

Your vision of who you want to be is the greatest asset you have.
Without having a goal it's difficult to score.

*Paul Arden, It's Not How Good You Are, It's How Good You
Want to Be*

The Golden Circle

- **Why:** A purpose, cause, or belief. Why do you exist? Why does that matter to others?
- **How:** Special qualities and characteristics that set you apart. How do you do things differently? How do your values, guiding principles, and beliefs help you achieve your why?
- **What:** What do you do?



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Crafting Your Purpose Statement

Our Purpose Statement and the Golden Circle

Your purpose statement helps guide everything that you do, whether it's at work or in the world. Structure yours according to this framework:

- **Beginning:** If your “why” were to come to life in the future, what would it look like?
(Who you aspire to be)
- **Middle:** The actionable characteristics and behaviors of “how” you will achieve that vision.
(The way you want to do what you do)
- **End:** The current state of “what” you will do to bring that to life.
(What you do)



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My Personal Purpose Statement

I make the world more beautiful by helping people be kinder, smarter, and better at work and on teams. I focus on seeing the genius in others, always learning, knowing the “why” behind what I do, and only putting work into the world I’m proud of in order to help growing and growth-stage companies build incredible - and incredibly diverse - company cultures that fuel their success.



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Exercise #1: Crafting Your Purpose Statement

Leadership development
works in three phases:

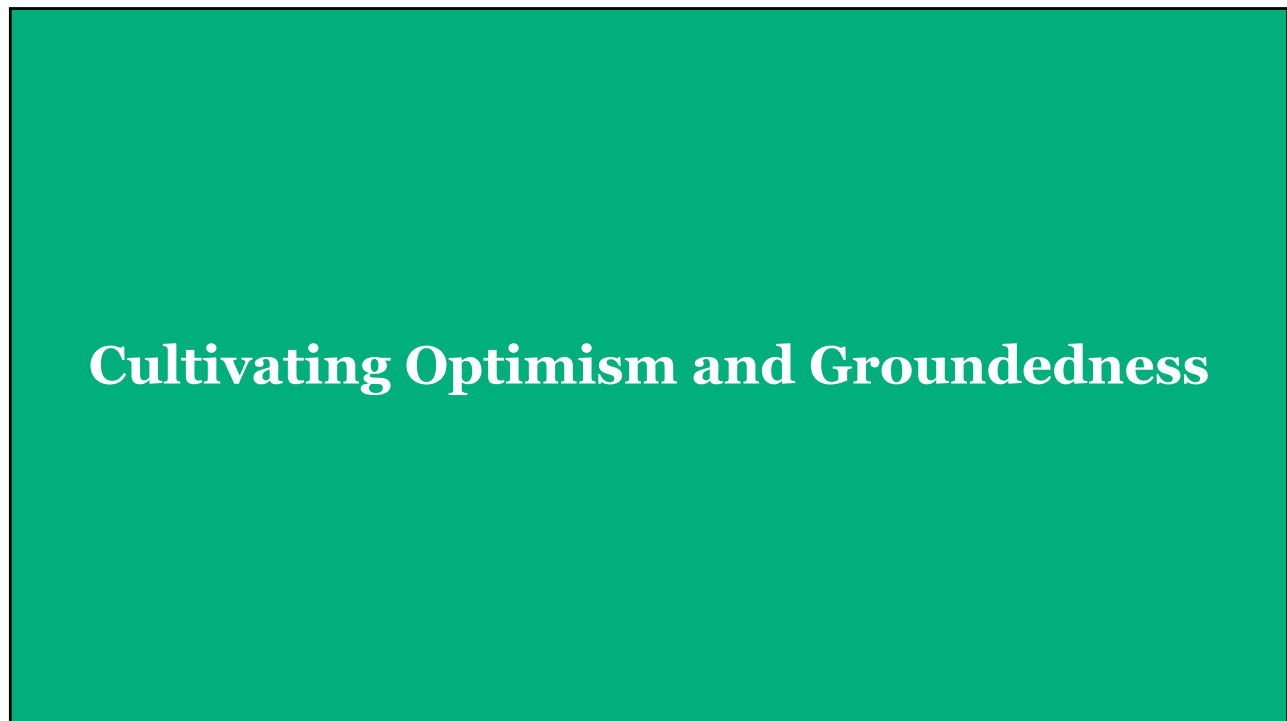
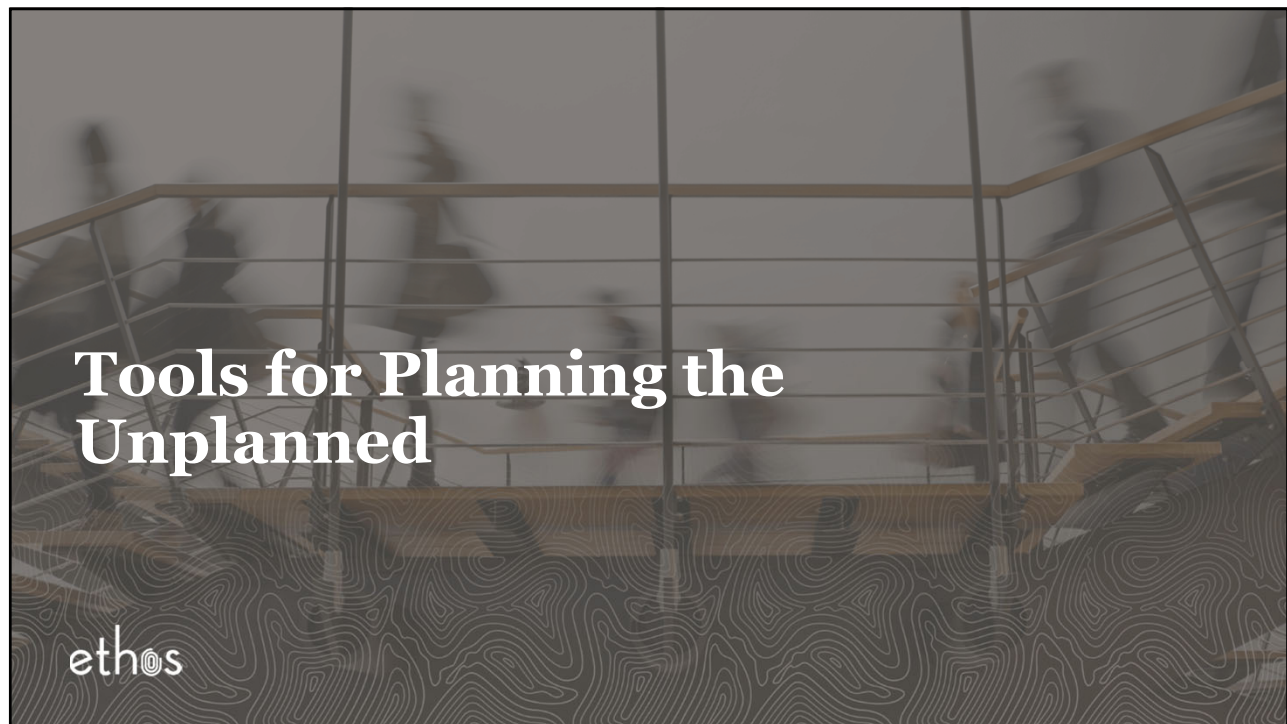
- The individual
- The team
- The organization

We have to start with you
first.

- For the next 5 minutes, write responses to the following questions:
 - What is your overarching “why?” (I.e. what do you believe you can do in the world that is unique to you?)
 - What actionable characteristics will you enact to achieve this why?
 - What is the outcome? (I.e. what do you do)
- Share more about the experience!

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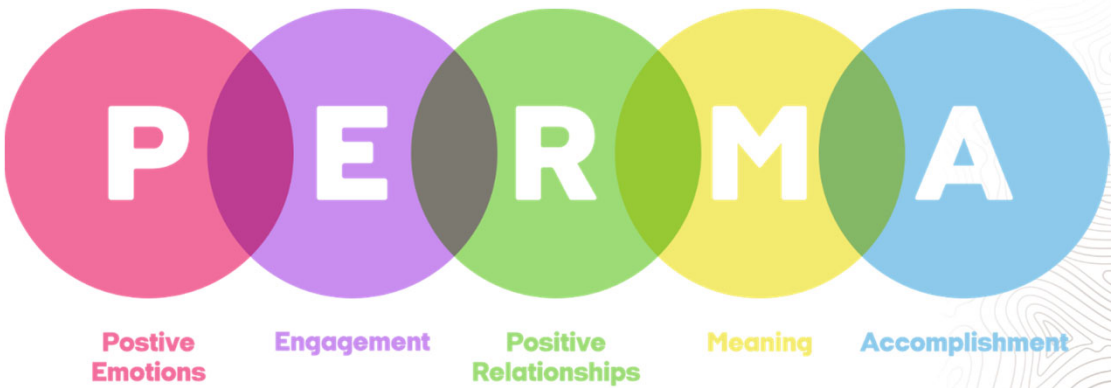
What Did We Learn?



Optimism

n.
Hopefulness and confidence about the future or successful outcomes.

What Makes People Happy?



The PERMA Model

- **Positive Emotions:** Feeling pleasure, happiness, contentment, peace, joy, and inspiration
- **Experience:** Being present with a situation, task, or project
- **Positive Relationships:** Deep, continuously renewed connection in meaningful relationships
- **Meaning:** Serving a cause bigger than ourselves and aligning personal purpose with daily activity
- **Accomplishment:** The successful pursuit of small, daily goals



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Key Takeaway

Happiness comes from the cultivation of positive emotions, engagement, positive relationships, meaning, and accomplishment.



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Learning to Position Yourself

Story

n.

An account of connected events, real or imaginary, presented in a sequence of written or spoken words, or still or moving images, or both

Great Stories...

- Are about decisions you made, not what happened to you
- Reveal something authentic and true
- Have a unique and distinct tone and voice
- Feel specific, relevant, and resonant

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Story and the Six Persuasion Principles

Reciprocity

The key to using the Principle of Reciprocity is to be the first to give and to ensure that what you give is personalized and unexpected.

People are obliged to give back to others the form of a behavior, gift, or service that they have received first.

Reciprocity Stories

- Courageous Conversations
- #MeToo

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Scarcity

It's not enough to tell people about the benefits they'll gain; you need to point out what is unique about your proposition and what they stand to lose if they fail to consider it.

People want more of those things they can have less of or might miss out on altogether.

Scarcity Stories

- "While supplies last"
- Regret

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Authority

Signal to others what makes you a credible, knowledgeable authority before you make your influence attempt.

People follow the lead of credible, knowledgeable experts.

Authority Stories

- Origin / Expert
- “After 20 years in this business...”
- Toothpaste commercials

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Consistency

Consistency is established by asking for small initial commitments for others to make or reminding them of their own behaviors.

People like to be consistent with the things they have previously said or done.

Consistency Stories

- Visioning
- “Remember that time...”

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Liking

We like people who are: similar to us, pay us compliments, and cooperate towards mutual goals.

People prefer to say yes to those that they like.

Liking Stories

- “They’re Just Like Us” (Politicians, Celebrities)
- Modern Family

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Social Proof

Point to what others are already doing, especially many similar others, to persuade.

People will look to the actions and behaviors of others to determine their own.

Social Proof Stories

- Competitors
- Rosie the Riveter

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Next Steps: Storytelling to Persuade

Crafting our own stories
helps us feel included.

Listening to the stories of
others helps them feel
included.

- After this webinar, take 2 minutes to write down an area where you would like to advocate for yourself.
- For your mentoring session, bring this area with you.
- In session, talk continuously for 2 full minutes to persuade your mentor about what you're advocating for.
- Together, decide which tactics were most persuasive and record your key takeaways.

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Review

- When facing the unknown, challenges related to gender inclusivity create more instability and pressure for women.
- To face change, the ultimate tool is to start with why and have a guiding light defining your purpose.
- Cultivating optimism through tools like PERMA help prime you for any unplanned or unexpected changes.
- By learning to tell your stories persuasively, you create more opportunities for yourself, no matter what you are facing.

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Thank you for joining!



<https://www.fpsa.org/fpsa-womens-alliance/>

