



# FEMALE EMPOWERMENT

HOW TO INCLUDE AND EMPOWER  
WOMEN IN THE WORKPLACE

# Agenda

---

1. **Opening**
2. **Female Empowerment**
  - 2.1 Women in Workplace - Overview through years
  - 2.2 Self-Development - Personal Story ( Take control of your career)
  - 2.3 Impostor Syndrome
3. **Q&A**



## Candelaria E Salja

Manager - Business Consulting

*Candelaria is a Master Executive in strategic management of human resources and intangible assets, Master in corporate social management and specialist in human development management and corporate social welfare.*

*She has experience managing human resources and corporate communications processes and their alignment with business strategy, in national and multinational companies, mainly in the design and strengthening of corporate culture, change management, development plans, employee value proposition, emotional salary, leadership programs, outplacement and in the design and execution of communication strategies.*



# Agenda

---

## 1. Opening

## 2. Female Empowerment

### 2.1 Women in Workplace - Overview trough years

### 2.2 Self-Development - Personal Story ( Control of your career)

### 2.3 Impostor Syndrome

## 3. Q&A



## 2.1 | Women in Workplace - Overview trough years



**37,4% of women**  
occupy a Management position in  
the public and private sector



Currently, of employees in the  
renewable energy sector only  
**33% are women**, however  
only **1 in 10 are managers**

Around the world **there are 740 million women** work informally.

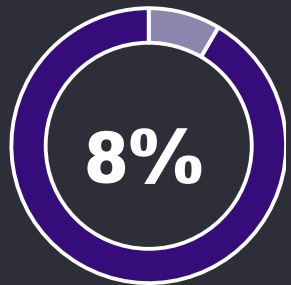


## 2.1 Women in Workplace - Overview through years

### ► Women in Leadership

**41 women CEOs**  
lead TOP 500 Fortune companies  
in 2021, in comparison to 1 in 1998

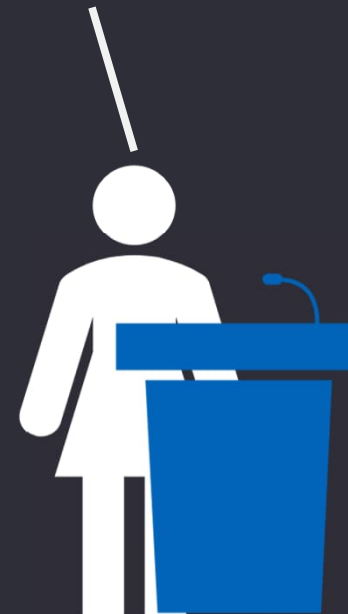
But they are just **8%**  
of all the CEOs in the  
list



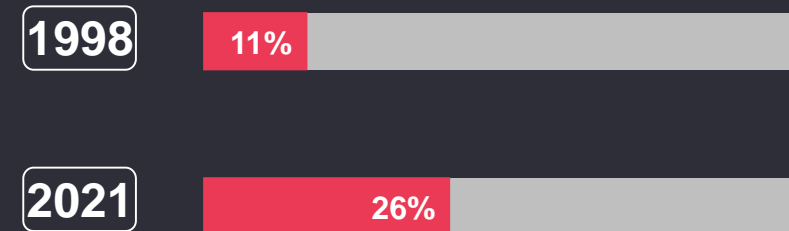
#### C-Level



#### Politics



The percentage of women in  
parliaments  
has **doubled in the last 25 years**



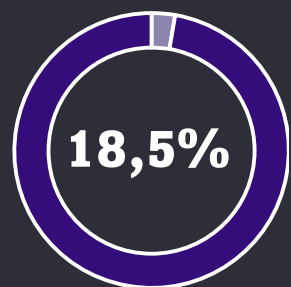
Still, women represent  
close to **26%** of the  
parliamentarians

## 2.1 Women in Workplace - Overview through years

### ► Women Entrepreneurs and informal workers

Concerning female work activity in Latin America, the percentage of women who own a business is **2.8%**, which represents less than half the percentage of male business owners

In 2014, Self-employed women represented **18.5%** of the population.



#### Entrepreneurs

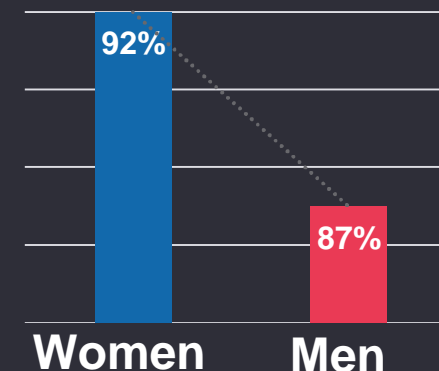


#### Informal



Women rely more on informal financing sources, personal savings, or family loans

Up to **92%** of all employed women in low-income countries are in informal employment, compared with **87%** of men;

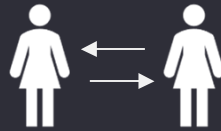




## 2.1 Women in Workplace - Overview through years

# Actions companies can take to address the challenges women are facing nowadays

To address the challenges that women are encountering there are actions that can be taken by leaders



Make work more sustainable



Redefine policies regarding flexibility



Analyse thoroughly performances evaluation



Take actions to minimize gender bias



Adjust policies to better support women as employees



Strengthen the communication with employees

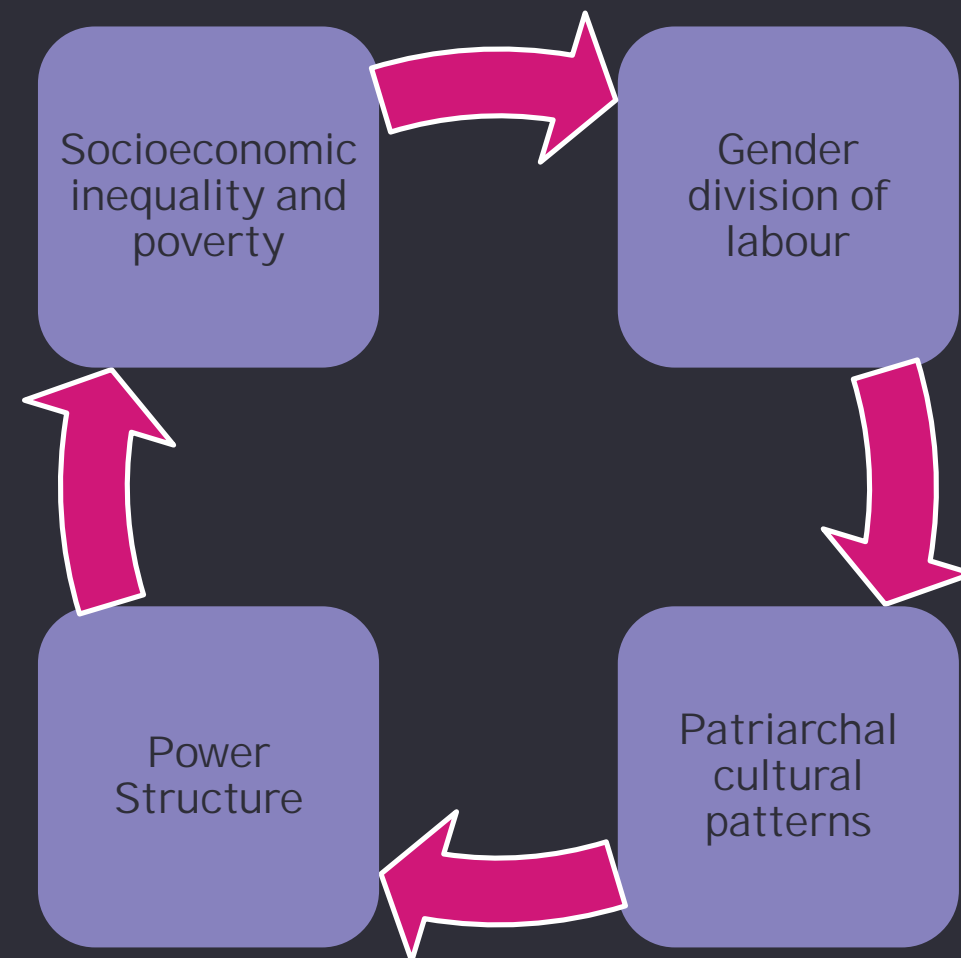


## 2.1 Women in Workplace - Overview through years

### ► How does COVID-19 affects women in the job market?

- Covid-19 crisis deepens the knots of gender inequality and undermines women's autonomy
- The percentage of unemployed women increases and exceeds the percentage of unemployed men.
- Women employed in low-skilled sectors: greater likelihood of job loss due to automation.

It is urgent to mobilize sufficient public resources to implement measures to address COVID-19 from a gender perspective.



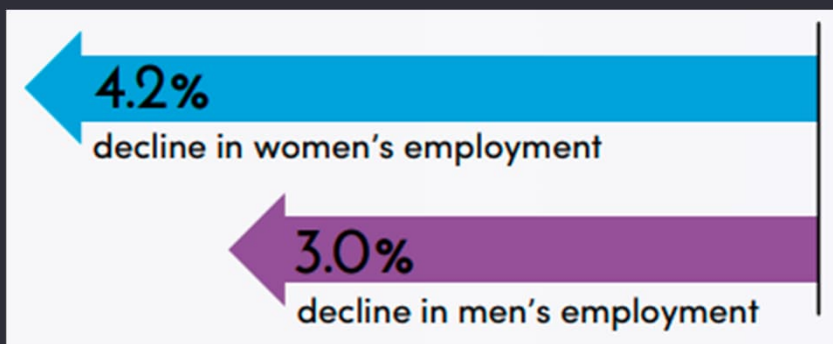
## 2.1 Women in Workplace - Overview trough years

- How does COVID-19 affects women in the job market?

**Even before the pandemic, progress toward gender equality had been uneven**

Around the world in 2019 and 2020, women lost more than

**54 million jobs**



Across 45 countries,  
**one out of five women** reported losing their job during the pandemic.



**8,5 millions of women**  
have left the work market in 2020

## 2.1 Women in Workplace - Overview through years

### ► How does COVID-19 affects women in the job market?

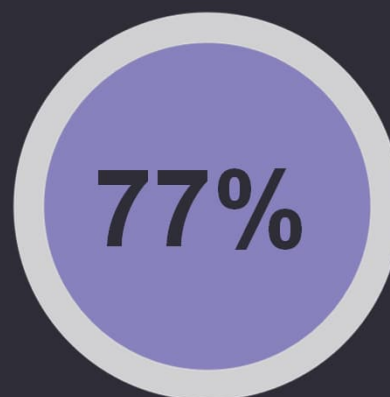
#### Disruptions in the way we work



of companies believe that more tasks can be performed remotely



of companies say they will reduce business travel



of employees say they would work from home more than before



#### Opportunity to work differently (and better)



Absence of geographic restrictions can help companies diversify their hiring pools.



Potential for more flexible working hours can help women balance personal/professional demands



Holistic support for employee wellbeing can provide a more inclusive workplace

# Agenda

---

## 1. Opening

## 2. Female Empowerment

### 2.1 Women in Workplace - Overview through years

### 2.2 Self-Development - Personal Story (Control of your career)

### 2.3 Impostor Syndrome

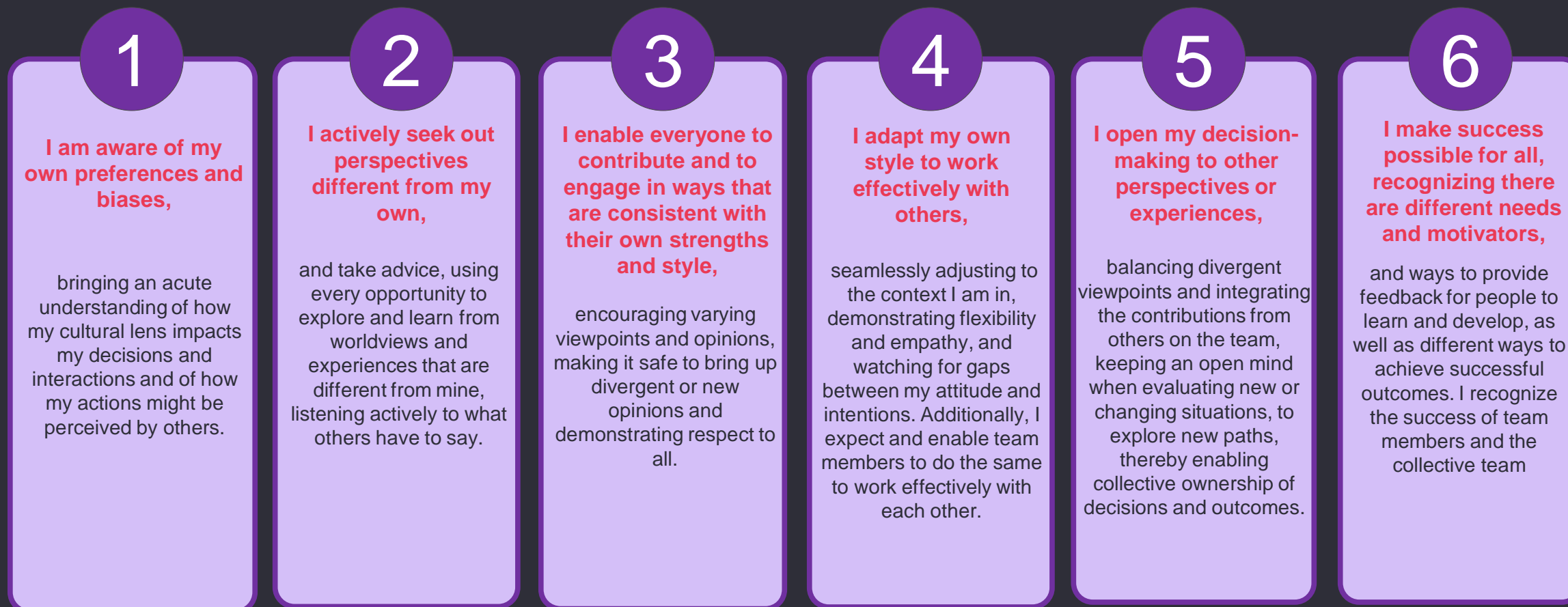
## 3. Q&A



## 2.2 | Desarrollo personal – Historia personal (Toma control de tu carrera)

Teaming and leading inclusively requires a set of behaviors and actions (as well as the underlying mindset readiness that generates these behaviors and actions) individuals display when they **open their minds to perspectives different from their own** and ensure that everyone on their teams and around them can contribute to their best.

This set of **desired behaviors** are:



## 2.2 | Self-Development – Personal story (Take control of your career)

Women must contend with a wide range of challenges in business.

Here are some of the challenges women encounter – and some of the larger-than-life female entrepreneurs who overcame them.

1

### Defying social expectations

- ▶ Most female business owners who have attended networking events can relate to this scenario: You walk into a crowded seminar and can count the number of women there on one hand.
- ▶ Don't fall into the pressure of changing who you are to fit in. Be yourself.

*"You made it to where you are through hard work and perseverance, but most importantly, you're there. Don't conform yourself to a man's idea of what a leader should look like."*

**(Hilary Genga, founder and CEO of Trunkettes)**

2

### Accessing funding

- ▶ Investors typically look for businesses that can grow their valuation to more than \$1 billion, thus it is difficult for women entrepreneurs to find support with funding.
- ▶ Female entrepreneurs can raise the necessary capital for their business by learning to ask for exactly what they need, even if that means requesting more than what they want.

*"Another way to overcome this issue is to get more female investors to support one another"*

**(Felena Hanson, founder of the Hera Hub)**

3

### Struggling to be taken seriously

- ▶ Many women who venture into entrepreneurship have a difficulty to be taken seriously as business women.
- ▶ Negative comments can build up in your head stopping you from reaching your full potential. To combat them, she has joined a variety of women entrepreneur groups.

*"To overcome this, I have had to learn to build my confidence and overcome my negative self-talk."*

**Alison Gutterman, CEO and president of Jelmar,**

4

### Owning your accomplishments

- ▶ Its very common to have women unintentionally downplaying their own worth. Using the first person to discuss successes may feels as if you are bragging.
- ▶ However, confidence is the key to success, even when you're up against a boardroom full of men.

*"Have confidence in your abilities to run the business. (...) make sure that any initiative you're trying to move forward is backed up by a solid business case. Never be unprepared for the questions that may come."*

**Sharon Rowlands, CEO of Web.com Group and ReachLocal**



## 2.2 | Self-Development – Leading people and your team (Control of your career)

### "5 Ways to Win"

*five key things successful female entrepreneurs must do to turn small businesses into big ones.*



1. **Think big and be bold:** think ambitiously about your future business goals;
2. **Work on the business:** cultivate a strong team so you can look ahead and chart your path for growth;
3. **Establish key advisory networks:** build relationships with other business leaders for advice;
4. **Create a public profile:** put your brand to work - speak publicly, write about what you know, share your story;
5. **Evaluate funding for expansion:** consider capital needs as you grow and align investor funding accordingly.



# Let's share!

Please share your experience balancing your personal life with your career during COVID-19.

**Time:** 5 minutes



# Agenda

---

## 1. Opening

## 2. Female Empowerment

2.1 Women in Workplace - Overview through years

2.2 Self-Development - Personal Story (Control of your career)

2.3 Impostor Syndrome

## 3. Q&A



## 2.4 | Impostor Syndrome

What Is Imposter Syndrome?: presenting the Characteristics of Imposter Syndrome

**Impostor syndrome (or Impostor Phenomenon) refers to:**



*“an internal experience of believing that you are not as competent as others perceive you to be.”*

*To put it simply, imposter syndrome is the experience of feeling like a phony.*

*You feel as though at any moment you are going to be found out as a fraud, like you don't belong where you are, and you only got there through dumb luck.*



*It can affect anyone no matter their social status, work background, skill level, or degree of expertise.*

## 2.4 | Impostor Syndrome

Types of Impostor Syndrome Impostor syndrome can appear in a number of different ways. A few different types of impostor syndrome may include:



**The perfectionist:** Never satisfied and always feel that their work could be better. Fixate on their flaws or mistakes instead of their strengths.



**The superhero:** Overwork themselves to make up for how inadequate they feel.



**The expert:** Never satisfied with their level of understanding, always trying to learn more



**The natural genius:** set exceedingly high goals, feel crushed when they don't meet them.



**The soloist:** Prefer to work alone, won't ask for help because of the fear of appearing weak or incompetent to others.

## 2.4 | Impostor Syndrome

Do I have impostor syndrome?: Identify if you have/had impostor syndrome;

**Common signs of impostor syndrome include:**

- An inability to realistically assess your competence and skills
- Attributing your success to external factors
- Berating your performance
- Fear that you won't live up to expectations
- Overachieving
- Sabotaging your own success
- Self-doubt
- Setting very challenging goals and feeling disappointed when you fall short

**Common  
signs of  
impostor  
syndrome**



## 2.4 | Impostor Syndrome

### Ways of Managing the Impostor Syndrome.

To manage the Impostor Syndrome, here are some techniques you can use:

- **Share your feelings.** Talk to other people about how you are feeling. Irrational beliefs tend to fester when they are hidden and not talked about.
- **Stop comparing.** Every time you compare yourself to others in a social situation, you will find some fault with yourself that fuels the feeling of not being good enough or not belonging. Instead, during conversations
- **Assess your abilities.** If you have long-held beliefs about your incompetence in social and performance situations, make a realistic assessment of your abilities. Write down your accomplishments and what you are good at, and compare that with your self-assessment.
- **Take baby steps.** Don't focus on doing things perfectly, but rather, do things reasonably well and reward yourself for taking action. For example, in a group conversation, offer an opinion or share a story about yourself.
- **Question your thoughts.** As you start to assess your abilities and take baby steps, question whether your thoughts are rational. Does it make sense to believe that you are a fraud, given everything that you know?

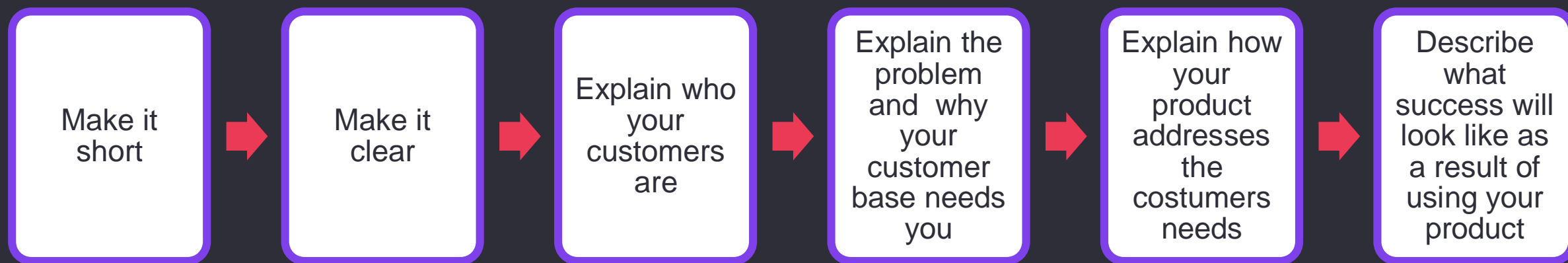
## 2.4 | Impostor Syndrome – take action to avoid and overcome it

### Ways of Managing the Impostor Syndrome.

In case you have long-held beliefs about your incompetence in social and professional situations, make a realistic assessment of your abilities.

To accomplish that, writing a pitch can help to be better prepared to present you product and company.

See bellow some tips on how to do that:





# Let's share!

Please share your experience related to Impostor Syndrome.

Are you dealing with it or have you dealt with it before?

**Time:** 5 minutes



# Agenda

---

## 1. Opening

## 2. Female Empowerment

2.1 Women in Workplace - Overview through years

2.2 Self-Development - Personal Story (Control of your career)

2.3 Impostor Syndrome

## 3. Q&A



*It's not easy to challenge gender stereotypes, but society **will not change if we don't start changing ourselves first.***



Q & A

# Thanks!



Please access the following link and give us your feedback

<https://forms.office.com/r/rFfNj6idXR>

Your opinión is very important to us.