

Barbara Roberts



Author of *Unfinished Business: Breaking the Glass Ceiling Women in Leadership – What we Have Accomplished and the Road Ahead*, joined us to talk about why women are still hitting the "glass ceiling" and the future of Women Leadership. As a woman who was featured in a 1986 Wall Street Journal article that coined the term "glass ceiling," Barbara shared her perspective on best practices to break through and move upward as a female leader.

Key Takeaways

Women helping Women: We need to help women at all levels – below us, at our level, and at the top.

Ask for help! Reach out to someone who you admire and have a conversation with them, join a women's group in your company or industry, or create a personal Advisory Board of women whose opinions you respect. You can also become a mentor and support companies that support women. These small acts can add up to influence corporate policies.

Perfectionism: When applying for a job, men typically have 3/10 of the required criteria, but women won't apply until they meet every qualification. Hence they often apply too late. Women also tend to wait for a position to be offered to them - be bold and ask for it! Take a chance, make mistakes, and learn from them.

Learn the Art of Negotiation: Enroll in a negotiation class, and watch Ann Cuddy's Ted Talk [here](#). Women's Brains contain more neural connections than men's brains, which allows a wider view of the situation. This improves team performance when women are added to a team of men.

We Raise the Boys: Children learn what they live. Be an example to your sons, your family, and your co-workers, and share household responsibilities with your partner.

Become Financially Savvy: Women are risk aware, not risk adverse. Learn to manage your own wealth. Women in North America will soon be the richest demographic in the world - in the U.S., over 50% of women entrepreneurs have made their money building their own companies.

The Child-Free Woman: Some women consciously decide not to have children, and these women can earn up to 10% more than women with children.

What is Your Purpose? What will be your impact on the world? How do you want to be remembered? Write down your dream obituary. Set three goals for yourself and write them down to make them happen. Break them down into yearly, quarterly, monthly and weekly goals.

Brand Yourself: Think of your hero and describe them using three adjectives. By doing so, you will be describing the traits you aspire to have. Write them down and embrace them, then position yourself in your daily activities to enhance these traits.

Become an Everyday Revolutionary: Keep the conversation alive and strive to do something every day that makes a difference to a woman in your life.

Testimonials

"Thank you for hosting a wonderful evening with Barbara. I really enjoyed hearing about her experiences and insights." - L.B.

"Barbara's talk was wonderful! I also loved meeting the other great women at the event...it was a lovely event. Thanks for the book titles too. Please keep me on the invite list for future talks." - Sue

"That was a great event, Barbara is very interesting. I stayed to hear the Q&A and felt so sad to leave. It was remarkable. She is a great speaker and has a strong message." - C

"Thanks so much for including me in such a great event." – Nadine

"Thanks. Great event. You have obviously captured the zeitgeist with this topic for this group of women. Thanks for sending this book list. I will be looking at some of these for summer reading." – Jolanta

"Thank you for the invitation Lisa. I did enjoy Barbara's talk and went out and bought the consolidated version of "The Artists' Way." – Cheri

"Thank you Lisa, I was really impacted by Barbara's talk and would like to be informed of other sessions you hold." – Debra

"I'm going to take Barbara's advice and strive for 75% perfection!" – RW

"I will have much to do as I prepare the radical everyday me – let the goal setting begin!" - GR