MAKING AN IMPACT IN A MALE DOMINATED INDUSTRY

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Five Tips

1. Know your Stuff
2. Know your Audience
3. Know your Mentors
4. Know and Be Yourself
5. Know your Impact
Tip 1 – Know Your Stuff

- Get the technical experience – be an expert in something; spend time in the shop, field, jobsite, understanding how your business really works
- Ask questions – you don't have to know it all and most people will want to help you
- Be prepared and concise – think, before you think out loud
- Bring solutions, not just problems
- Have integrity in everything, big or small
- Gain credibility through your results and actions over time
Tip 2 – Know Your Audience

- Understand the Company Culture
- Teams – meetings in big rooms vs taking it offline – how to handle egos or controversy or feelings
- Everything communicates – even silence
- Know when to stop and pursue an idea in another way
- Challenge in the right way – some are more direct than others
- If you aren't 'being heard', first ask yourself why and what you can change
- You don't always have to win - not everything is a competition
Tip 3 – Know Your Mentors

- Value relationships – relationships make the world go around
- Spend time building relationships
- Recognize and leverage informal mentors
- Leverage relationships to get work done - tactical
- Leverage relationships for personal growth - strategic
- Ask for and address feedback
Tip 4 – Know Yourself

- Be the business person in the room, not the “girl” not the “man”
- Be humbly confident and genuine
- Be “professional” – ALWAYS – Your 'presence' matters
- Be self-aware – keep your emotions in check
- You’re special (just like everyone else)
- Be passionate about what you do now, or what you want to do next
Tip 5 – Know Your Impact

- Use your gifts – leverage the natural attributes of women
- Don’t just talk problems, talk solutions – Don’t tell them NO, tell them HOW. Be a problem solver!
- Get results – done in the right way!
- Seek to improve everything you touch – organizations, processes, people
Glory shots... pics from our past
Questions?
Thank you

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Additional reading and references

On Leadership:

“The Titleless Leader: How to Get Things Done When You’re Not In Charge” by Nan S. Russell

*Crucial Conversations* – How to have better conversations to get better results.

On Intercultural Communications:

“Kiss, Bow, or Shake Hands” by Terri Morrison and Wayne A. Conaway

“Negotiating Across Cultures” by Raymond Cohen
Characteristics of Leaders

They have followers!

They care about people (not just THEIR people).

They are tenacious – fighters – not confrontational, but willing to get in the mix if needed to get things done, and willing to do the ‘long hauls.’

They earn our trust – competent, steady, not flamers.

They are Communicators!

They inspire excellence in those around them.

They have a vision/plan/something worth pursuing.
**Men**

1. Everything is a competition  
2. Seen as results minded  
3. Assertion and control are valued  
4. Are confident they can do the next job  
5. Manage relationships as strategic asset  
6. Presence is natural - stature and tone  
7. Learn from mistakes and move on  
8. Informal mentors are natural

**Women**

1. Collaborative and want everyone to ‘win’  
2. Seen as people minded (empathetic)  
3. Assertion and control are seen as pushy, abrasive  
4. Have/Want to prove they can do the work before progressing  
5. Use relationships to get work done - tactical  
6. Presence has to be deliberate  
7. Can overly focus on mistakes and advertise them  
8. Must recognize and seek informal mentors

So, is it fair, that women have to work at many things that will come naturally for men in a male-dominated field? No, but that is life and it is very rewarding when successful.