

PRESENTER: KELLY McDONALD

TITLE OF SESSION:

Assertive Leadership for Women: How to Move the Business Forward with the Teams You Lead

Summary:

“Assertiveness” is a widely misunderstood characteristic. Some interpret it as being “bossy”; some interpret it as “standing your ground” or “speaking your mind” and some interpret it as “taking charge” or being aggressive.

Assertiveness is none of these things, yet it’s an essential skill in business and a quality that all successful leaders have. And it IS a skill – it can be developed and honed, like any other skill.

Often times, women who work in predominantly male industries feel pressure to perform at their peak, while also not appearing to be seen as too “domineering.” This balancing act requires women in executive roles (or rising stars at their company) to become more assertive, in order to lead effectively.

For many women, being assertive can be challenging because we tend to be “people pleasers” and often put the needs of the group (your team or your associates) before our own needs. Being assertive is not at odds with teamwork – in fact, it is constructive for your team and your organization. Assertiveness is a management and performance quality that is highly charismatic and appealing.

You’ll learn:

- What assertiveness is – and what it’s not
- How to develop your assertive style in a manner that appeals, not repels
- How to communicate, empower and lead in predominantly male industries or teams
- How young women executives see you - and what inspires them most