Break Your Own Rules

How to Change the Patterns of Thinking That Block Women’s Paths to Power
Good News?

Bad News?
How about 30%?
Flynn Heath Holt

Red Suit Vision
Women’s Thinking

- Different physiology.
- Different brains.
- Different reasoning.
- Different language.
THOUGHT FREQUENCY AS PIE CHARTS

WOMEN

THE RELATIONSHIP

SEX
PETS
FOOD

THINGS WE SHOULDN'T HAVE EATEN

MEN TRASHING AGING HAVING TO PEE

MEN

THE RELATIONSHIP

SPORTS
SEX
CAREER

GOING BALD
AGING

STRANGE EAR AND NOSE HAIR GROWTH

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Our Research

- Interviewed 3,238 people about high potential women and leadership.
- Trained over 7,000 professional women.
- Coached over 950 women
What we believed about why women do not get promoted.....

Skills
Activities
Behaviors
What we now know.....

It begins with our

THINKING!
What do women want?

We want “to fashion our lives in accordance with our dreams.”

What are your career dreams?
Six New Rules.....

BREAK YOUR OWN RULES
How to Change the Patterns of Thinking That Block Women's Paths to Power
JILL FLYNN | KATHRYN HEATH | MARY DAVIS HOLT
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“It’s alright team, I’ll finish this”
Old Rule #1

Focus On Others
New Rule #1

Take Center Stage
Focus on Others  

- It’s all about others. (Fill in the blank: clients, team, family, etc.)
- It’s selfish to put myself in the center of the picture.
- If I don’t take care of others, something bad will happen.

Take Center Stage  

- I can be in the center of the picture (at least sometimes).
- It is OK to know and say what you want.
- I think and act strategically, in my best interest.
- Other people can be responsible for themselves.
New Rule #1: Take Center Stage

Focus On Others

Take Center Stage

Be A Hopeless Narcissist

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“Ted, I am equally as unqualified to run this place as you are!”
Old Rule #2

Be Modest

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New Rule #2

Project
Personal
Power
Be Modest

• I don’t want to be seen as arrogant.

• People won’t like me if I talk about myself.

• It’s best to give credit to others.

• If I am in charge I’ll be viewed as bossy.

Project Personal Power

• I exude executive stature.

• I radiate confidence, courage, energy and poise.

• I come prepared, put on my game face, and show up ready to engage.

• I bring my whole self to the table, not just my brain.
New Rule #2: Project Personal Power

Be Modest

Project

Personal Power

Be Arrogant
“So if it’s my decision, which way do you want me to decide?”
Old Rule #3

Seek Approval
New Rule #3

Proceed Until Apprehended
Seek Approval → Proceed Until Apprehended

- I want to be liked.
- I like harmony. Conflict is scary.
- I care more about who I work for and with right now than about my next career step.
- I like to help people.

- I drive change, fix things, and make things happen.
- I “touch the money” and bring in revenue.
- I am strategic about my career.
- Competition is the name of the game.
New Rule #3: Proceed Until Apprehended

Seek Approval

Proceed Until Apprehended

Act Aggressive

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“Francine wasn’t able to finish everything on her to-do list today.”
Old Rule #4

It’s All or Nothing
New Rule #4

It’s
Both/And
It’s All or Nothing

• It’s either/or.
• It’s black and white.
• I’ll settle for whatever I can get.
• I’ll opt out.

It’s Both/And

• Either/or is not the story – it’s a world of gray.
• It’s both/and.
• I reframe, replenish, take care of myself, and go the distance.
• I take charge of my career and I find my own ways to make it work for me.
• I live with ambiguity and paradox.
New Rule #4: It’s Both/And

It’s All or Nothing

It’s Both/And

It’s All My Way
“Andrea is a bit risk-averse.”
New Rule #5

Play to Win
<table>
<thead>
<tr>
<th>Play It Safe</th>
<th>Play To Win</th>
</tr>
</thead>
<tbody>
<tr>
<td>• I am afraid to fail (or to succeed).</td>
<td>• I will risk being told “no”.</td>
</tr>
<tr>
<td>• I’d rather feel comfortable than risk rejection.</td>
<td>• I will take chances.</td>
</tr>
<tr>
<td>• I must wait to be asked....</td>
<td>• It’s OK to ask for what I want.</td>
</tr>
<tr>
<td>• I tend to take things personally.</td>
<td>• I can be courageous.</td>
</tr>
<tr>
<td>• I shrink to fit.</td>
<td>• Leave your trapeze.</td>
</tr>
<tr>
<td>• My company loyalty will be rewarded.</td>
<td></td>
</tr>
</tbody>
</table>
New Rule #5: Play To Win

Play It Safe

Play To Win

Play Ruthlessly
“I work and I work but I still feel like I’m going nowhere at this firm.”
Old Rule #6

No Work Halt or
New Rule #6

Be Politically Savvy
**Hard Work Will Get You There**

- Business should be fair.
- Playing politics is sleazy and unbecoming.
- My hard work will get me recognized and rewarded.

**Be Politically Savvy**

- I can approach my career like I’m running for office: build a platform, line up sponsors, stay on message, build coalitions.
- I can align my interests with theirs in order to gain support for my agenda.
- I can mingle informally with male colleagues and feel comfortable.
New Rule #6: Be Politically Savvy

Work Harder

Be Politically Savvy

Be a Ruthless Politician

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Six New Rules

1. **Take Center Stage**...instead of...Focus On Others
2. **Project Personal Power**...instead of...Being Modest
3. **Proceed Until Apprehended**...instead of...Seeking Approval
4. **It’s Both/And**...instead of...It’s All or Nothing
5. **Play to Win**...instead of...Playing it Safe
6. **Be Politically Savvy**...instead of...Working Harder
Break Your Own Rules...

New Thinking - Reframe
What are the new rules you need to tell yourself?
A Personal Challenge for You
A Personal Challenge for You


2. Lock arms and support each other.

3. Stay the course!
“Let’s make a dent in the universe.”

- Steve Jobs