



Becoming Your Own Advocate

Navigating work in a male-dominated field



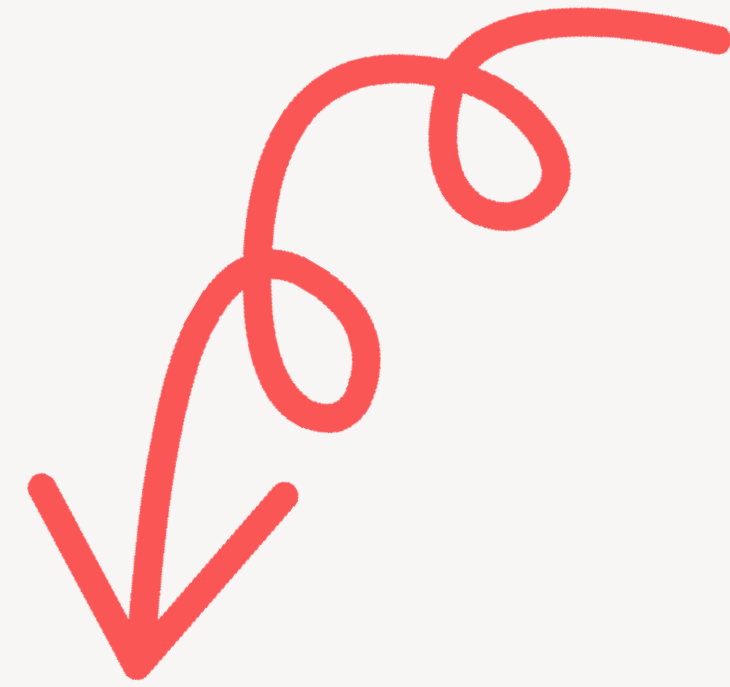
Hey, I'm Machielle.

- I'm a woman.
- I'm a black woman.
- I'm a mommy.
- I work in tech.
- I manage content at Bluehost.



Big Facts.

Women earn more degrees than men.



Women are just about half of the labor force now.

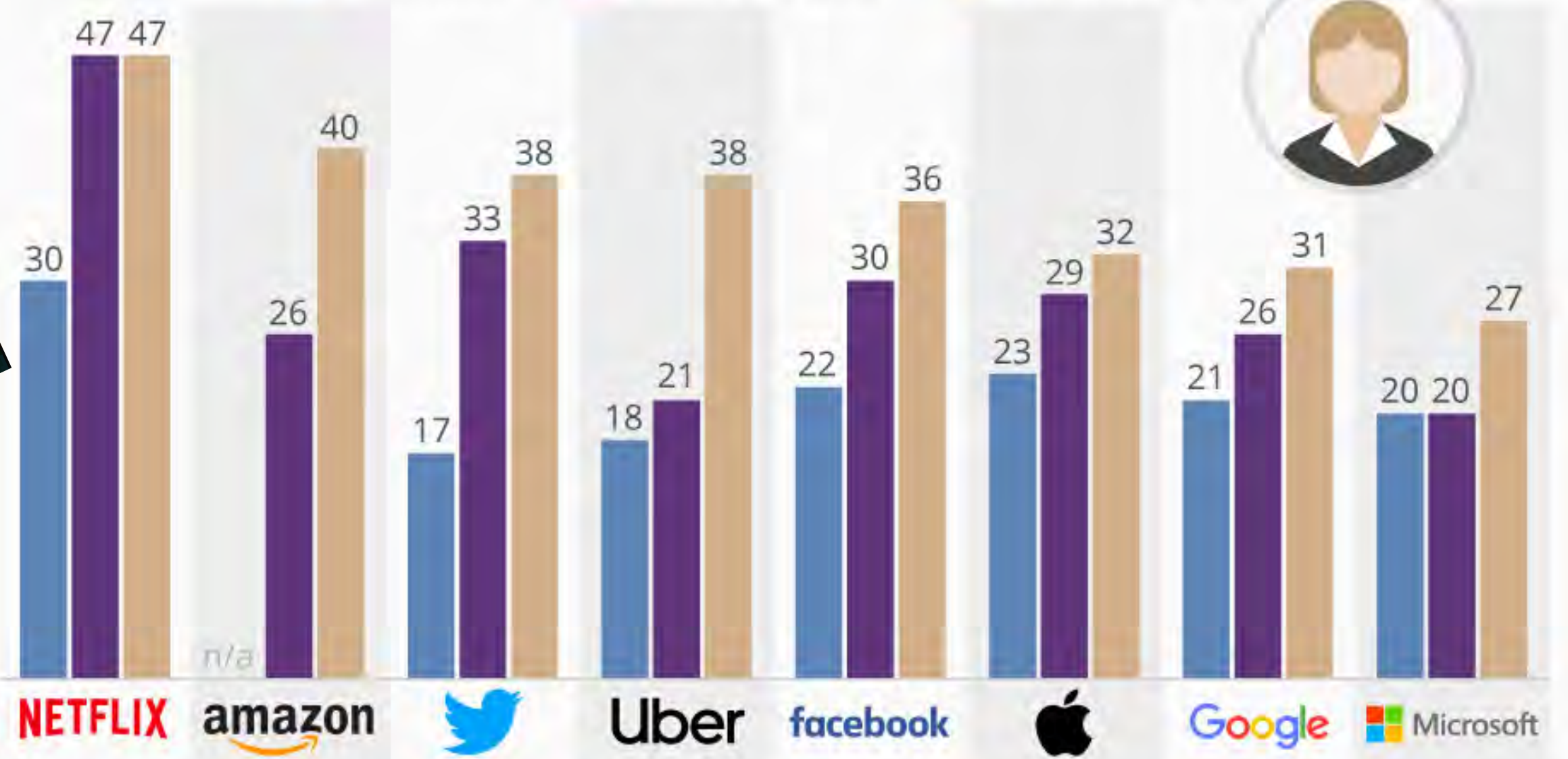
Women earn approximately 80% of what their male counterparts do. (even less if you're a minority)



The Tech World Is Still a Man's World

Percentage of female employees in the workforce of major tech companies*

Tech Jobs Leadership Jobs Total Workforce



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* all data for 2018 or 2017 (latest available as of March 8, 2019)
Source: Company reports

statista



So, what's the problem?

- Is it that women don't want to work in tech?
- That society shuns it?
- That employers aren't hiring women?





The answer: There is no simple answer.



Where do I belong?

Finding your place as a woman can be tricky.

- **The world**

It's not safe to go out alone. You should take a man with you.

- **The workplace**

This job is too hard or too strenuous on a woman. This job is traditionally for men. Maybe you should consider something else.

- **The home**

You don't have kids? Why not? You should get married and get started. You're getting older.





Wherever I want to be.




You have the ability to make your world, your workplace, and your home exactly what you want it to be.

So, what's holding us back?

Imposter Syndrome.

A collection of feelings of inadequacy that persist despite evident success.





How to overcome imposter syndrome.

- Run towards things that scare you.
- Realize you aren't the only one who doubts their abilities.
- Outwork everyone around you (don't be a know-it-all, but do the work).
- Recognize the feeling and then tell it to go away.
- Don't always say that you don't know something.

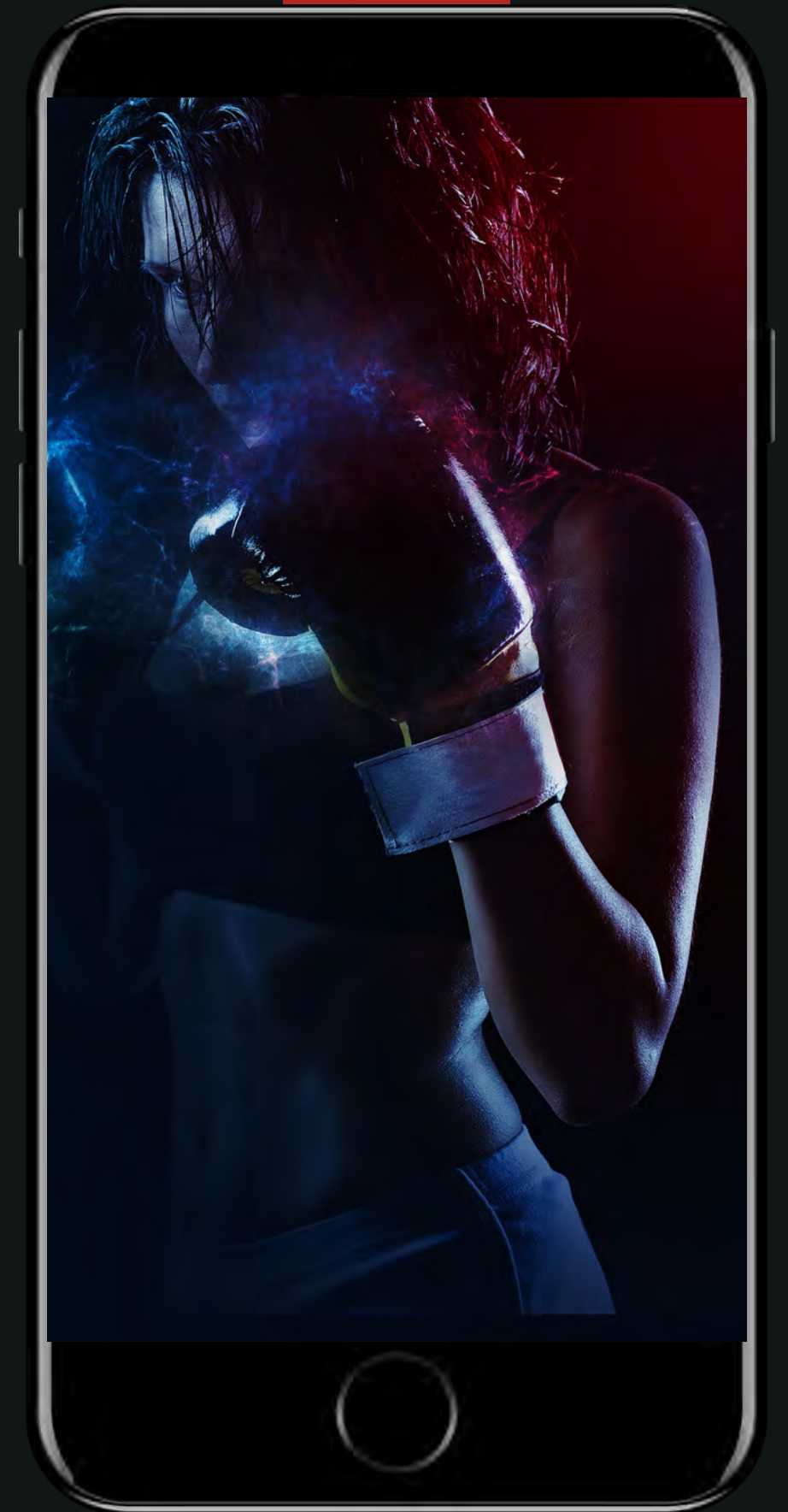
**How do you get where you want to
be?**

Own your path.

Figure out what you want for yourself and create a plan to work against.

Think about:

- What you want to do?
- What opportunities are available to you?
- What are you currently doing that is getting you closer to your goals?



Just do the work you want to do.

- If you find a problem, show up with a solution.
- Show initiative.
- Practice doing the work you want to do.
- Teach yourself a new skill.
- Set small goals.
- Let your work speak for itself.



Advocating for your money.



Identify your value.

Adjust your mindset from hourly rates and instead create a price for yourself based on the value you bring to the table.



**Complete
market
research**

**Identify your
goals and your
CODB (cost of
doing business)**

**Figure out how
much time you
want to spend
working**



Toot your own horn.

Learn how to self promote without being (or coming off as) an egomaniac.

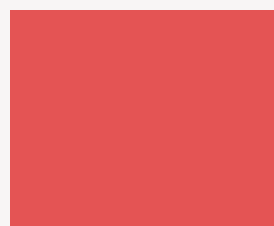
- Go to conferences for things you need/want to learn.
- Do things in silence and then share your winning results.
- Bite of a little more than you think you can chew.
- Take initiative and do or ask for special assignments.






Know your status.

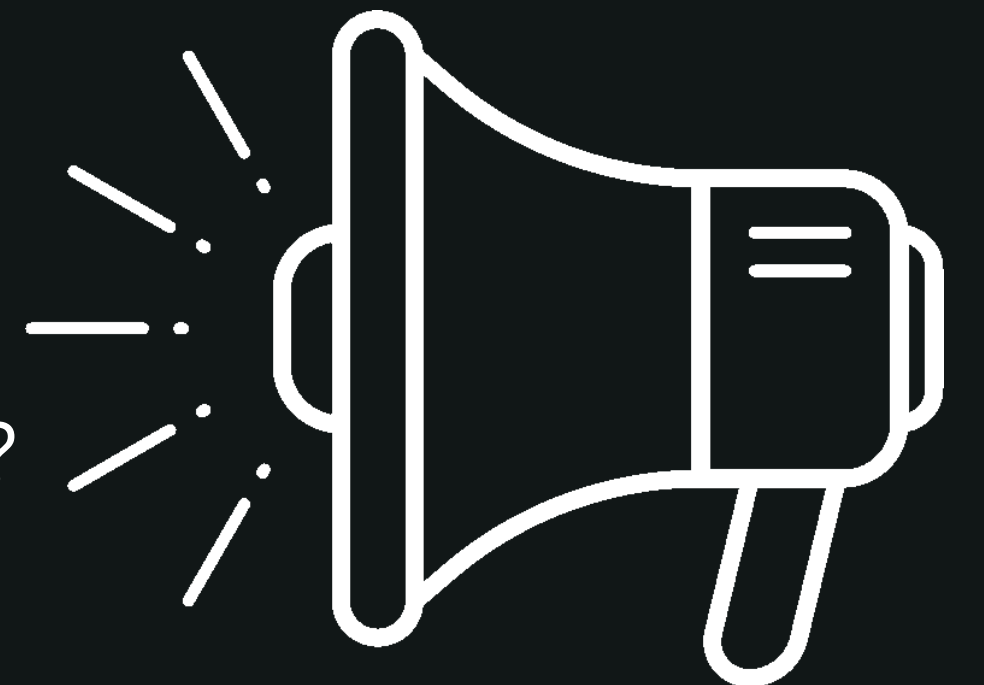
PLEASE talk more freely and openly about money with women in your industry. Having open conversations help to lower wage gaps.





Things to consider **BEFORE** asking everyone in your office how much they make...

- Your company's rules about it.
- If you work in the public sector, are the salaries already public?
- Your relationship with that person.
- Where you will have this conversation.
- Tactful ways to approach the conversation.
- What will you do if you find out there is a pay gap?





**Advocating for yourself
during interview process.**




BUYER BEWARE!!







Hold fast during interviews.



States are enacting salary history bans in order to help lower the pay gap between men and women.



What does this mean?

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- Potential employers can't ask about your salary history
 - They can't require that you tell them your expected salary until a conditional offer is provided.
 - They cannot exclude you from the running if you do not volunteer the info.



So what do you say instead?

"I'd love to learn more about the role and my responsibilities before answering that question."

"I'd like to do some research into this particular industry to get a fair range before giving you my requirements, but I'd like to continue in the process."

"Thank you for that question. I think it would be helpful to know your salary range for the position first."



Ask for what you want.


There are more bargaining chips than just salary. Whatever matters to you, is worth fighting for!

- Additional responsibilities
- A team / direct reports
- Time off
- Work from home
- Stock options
- Fully paid insurance
- Bonuses







Emotions in the workplace






Is it wrong to be emotional at work?



Your feelings are yours. You have a right to them. You should not be judged for them.

Be real about how you feel, but:

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- Do it in the right place and time (maybe not when you are crying and can't get your words out.)
 - Don't be afraid to speak up about wrongdoings.
 - Be respectful, but also require respect back.

Tips to help manage your emotions.

- Walk away.
- Breathe.
- Give it some time.
- Talk it out.



What can you do?



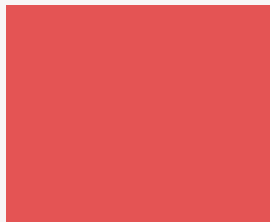
Be the change you wanna see, girl.

Be the change.

- Join a meetup.
- Attend a Women in Tech event.
- Start a group for women in your workplace.
- Recommend your friends/previous coworkers for roles.
- Join Facebook groups for professional women.
- Advocate for women.



What does advocating for women mean?

- Compliment them when they do something well.
 - Pull them aside to help them learn something new.
 - Pay them a fair amount.
 - Help them see their value.
 - Give each other grace.
- 



QUESTIONS?