Leadership Strategies for Women in Government

How to Thrive in Your Career

NYSAC
Women’s Leadership Council

@EllieNieves

January 29, 2018
AGENDA

01 Own Your Power

02 Find Your Voice

03 Seize Opportunities
Ernst & Young's Worldwide Index of Women in the Public Sector

- Women make up 51% of the world population
- Women make up 48% of the overall public sector workforce
U.S. Department of Labor Study

- Women in the U.S. labor force are 50% more likely than men to work in government.
Why is gender imbalance less pronounced in the public sector than in the private sector?

• “Women value the greater job security and better work-life balance and more flexible working conditions commonly offered by public sector employers.”

• “Women are drawn to jobs where they can directly apply a qualification – being an economist, a lawyer, or an accountant – of which there are more in the public sector, given its focus on supervisory functions rather than deal making, sales, and management.”

• “Women are more altruistic and drawn to the public service element of public sector work.”
In today's politically charged environment women in government:

- Must manage limited resources
- Respond effectively to crisis and opposition
- Be resilient
What keeps you up at night?
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Sources of Power

- Legitimate
- Expert
- Referent
Other Sources of Power

- Coercive Power
- Reward Power
Be Visible & Engage

Make an impact
Where does it count?

- Interactions with:
  - Team Members / Employees
  - Colleagues
  - Community
For Women Leaders:

Competence + Likeability = Success
Connect

• Put the gadgets away!
• Smile more
• Make eye contact
• Develop emotional intelligence
Develop a Growth Plan
Invest in You

- Education
- Travel
- Network
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Find Your Voice
Develop Your Personal Brand
Elements of a Personal Brand

- Your Story
- Authenticity
- Expertise
- Value Proposition
- Consistency
- Connections
Develop Your Personal Brand
Develop Your Personal Brand

• Identify your values and strengths
Develop Your Personal Brand

- Identify your values and strengths
- Set your priorities
Develop Your Personal Brand

- Identify your values and strengths
- Set your priorities
- Build your platform
Develop Your Personal Brand

- Identify your values and strengths
- Set your priorities
- Build your platform
- Communicate your brand
Be Strategic
Know Your Audience
Speak Up

What do you Stand For?

Male-dominated environments
What do you Stand For?
Male-dominated environments
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WHAT'S NEXT

Times are changing

Mobile Devices

2000

2017

2030

Self-driving Vehicles

KEEP IN MIND

CHANGES

Questions?
KEEP IN MIND

01 Trends in your field

02 Changing demographics

03 Political dynamics
CHANGES

Social Media

Artificial Intelligence
Questions?
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