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LEADERSHIP & MANAGEMENT

FEMALE LEADERS CHANGING THE FACE OF THE WORKPLACE



THE STATS

GENDER EQUALITY IN TODAY'S SOCIETY

Gender equality in the workplace continues to be a topic many companies struggle with today. Throughout the course of history, women have not only contributed but made lasting impacts in many industries around the world. Despite the many challenges women have had to face, they have come out stronger, smarter, and more determined than ever on the other side. This is exactly why they are a force to be reckoned with in the modern-day workplace.

If this statement isn't enough to convince you then here are some stats to back that up:

1. According to Hive, women work **10%** harder than men in today's offices
2. **54.9%** of tasks are assigned to women, and women contributed to **10%** more completed assignments in the workplace
3. Researchers compared the returns (2002-2014) of Fortune 1000 companies led by female CEOs to those of the S&P 500. The companies led by women saw returns that were **226%** higher
4. Women make up **50.04%** of payroll jobs in the U.S
5. There are approximately 65 million women in the labor force and **53%** of these women were concentrated in three industries
a) education and health services,
b) trade, transportation, and utilities and
c) local government
6. **79%** of the health and social services workforce and **68.6%** of the education services workforce. However, women represented only **43.2%** of the professional, scientific, and technical services sector and **8.9%** of the construction sector



From the above stats, it's clear to see that women dominate some of the most intense work environments and have been doing so for decades.

Over the years the fight for equality has proven to be far from futile. In the late 1970s, women earned about 62% as much as men. As of 2010, women in America on average earned 81% of what their male counterparts earned. The percentage remains on the upward climb as we speak.

With every act, women have proven to be equal if not better to any man in every field. Whether it be business, activism, politics, healthcare, or any other industry; the future of everything will be successful if women are made a part of it.

The future of everything will be successful if women are allowed to lead. According to a study done by the Journal of Organizational Behavior, women-led teams were more collaborative, communicative, and open to learning—even when managed across remote locations. Studies have shown that the areas in which women-led companies are clearly booming when compared to male-led companies are strategy, autonomy, belief, mission, and communication. This means that these women-led companies cultivate a more effective corporate culture that leads to success.

You know a country is stepping in the right direction when decisions are made while recognizing women for the superpowers that they have. President-elect Joe Biden, paving the way to change, has not only put together one of the most diverse cabinets in American history but has also hired an all-female White House Communications Staff. Again, It is the first time in history that the president-elect has hired an all-female communications team to lead messaging from the Executive branch of government. It is evident that with time you will see these women work to their strengths to build a better democracy based on truth and collaboration for a better tomorrow.

Let's have a look at 6 women, 6 female born leaders that are changing the face of the workplace for the better.



KAMALA HARRIS

Vice President-Elect, United States

There are several reasons why Kamala Harris is the highest-ranked woman in America today. It's not just because of her race, it's not just because she's a woman. While those are contributing factors, Kamala Harris is the highest-ranked because of her leadership qualities that shine above all else. The first woman of color to be elected to office, Kamala Harris has worked her way up the ladder of the US legal system, from being a lawyer to being a District Attorney for San Francisco, Attorney General, and a US Senator from California. While this is no easy feat, she was destined to go further.

Vice President-Elect Harris is known to stand up for the underrepresented American people and does so by standing right next to them as opposed to being above them. You see this with the way she dresses - suits with a pair of converse sneakers. You see this with the way she talks, the way she approaches and interacts with any person. Warm, loving, understanding, and willing to listen to your opinion.

There is a message of positivity that is undeniable, while Kamala Harris is all about female power and the strength of women,

she will never put the opposite sex down. Equal opportunity for all without putting anyone down. She will treat everyone equally, no matter what sex, race, or political views one holds. She has 5 simple rules:

1. **If you talk the talk, then walk the walk.** Be the change you want to instill. Like Kamala Harris, every leader (in the workplace or otherwise) must be the example of



everything they are working to achieve.

2. Have a purpose that you truly believe

in. Make sure that what you are working towards has true meaning. Your objectives must be clear and precise so that anyone who listens, follows, or even talks to you knows exactly what you are trying to achieve.

3. You can't do it alone. Every great person was backed by a team of people who supported and helped them grow. Recognize this and recognize those people for their efforts. Pick the right people to be part of your team. Pick people who are positive, productive, and most importantly, people who elevate each other as opposed to bringing each other down.

Be humble enough to know that you are not perfect and that others will know more than you at times and value that aspect of every human.

4. Embrace and accept. Everyone is who they are because of their past, their heritage, and their background. It is what makes them so unique and rich with knowledge. Embrace this, accept everything that makes everyone different and use it to form company policies, make decisions, and grow in a way that is as inclusive as can be.

5. Be a leader. Kamala Harris has been very vocal about what she stands for and it couldn't have been said better. She stands for loyalty, honesty, and preparation. Her Instagram post from early 2019 before she decided to run for President and eventually be selected as Joe Biden's running mate summed it up perfectly - "Anyone who claims to be a leader must speak like a leader. That means speaking with integrity and truth."



MICHELE

BUCK

Chairman of the Board, President, and CEO, The Hershey Company.

The first female president and CEO of Hershey and currently one of the two females present on the leadership team at Hershey, Michele's professional pedigree is notable and spans over 2 decades and is still going strong. Michele started off her career at Kraft/Nabisco and spent 17 years learning, growing, and working her way up the ladder all the way to senior vice president. She then went on to hold senior positions at Frito-Lay and then finally landed at the Hershey Company. Buck spearheaded some of Hershey's most historic acquisitions to date. They acquired barkThins leading the company in a healthier direction. Buck also led the Amplify Snack Brands acquisition for a whopping \$1.6 Billion helping diversify the company further into the healthy snacks category.

Michele's primary core strength has always been business administration from the start, she even studied it at the University of North Carolina. As a leader, Michele's focus is on how the business is structured, market influences, and motivation to work. She stands by a few basic principles:

1. **Change with the times.** Michele came on board at a very crucial stage, when legacy brands were being overtaken by newer, healthier, and Avante Garde brands that were taking a healthier approach to food consumption. She recognized this and made it a priority to shift the brand towards a healthier route thus acquiring the first two healthy brands - barkThins and Amplify Snack Brands.



"I'm somewhat of a perfectionist, and I've always had a pretty high bar for myself. I'm proud of what we accomplished. I'm also equally always dissatisfied that we're not all the way there, We have a lot of good stuff here, but there was more we were capable of, and I think [my job when I took over] was stretching the organization to see that we could do things differently and capture even more opportunity" - Michele Buck

2. Know when to support and when to go another way. One of the better qualities of a leader is to help others grow, develop, and give them opportunities. However, a true leader will also recognize what ideas to not support in terms of taking risks that will not pay off. While data, analytics, and projections will help you decide, some of it is also reliant on instinct that will develop with time. "

Part of the power of that program came from her ability to lead it and listen and shape it based upon what she was hearing, not just upon what she might have been thinking more singularly with a small group of people. It was complemented by really paying attention to what people and the organization were saying about the marketplace, about consumers, about retail, and ultimately, the trends that we needed to be participating in to shape our future." - Mike Wege, Former Chief Administrative Officer - The Hershey Company

3. Approach every situation with optimism.

This sort of approach will open more avenues to better, more efficient solutions. The enthusiasm that comes with optimism will give the energy required to power through the problem and come out the other side feeling grateful for what you have achieved. This reflects onto your subordinates. Reflect on the attitude you want to see in your teams.

"I wake up every day with gratitude and New Year's Day will be no different. I'll take time to reflect on 2017...becoming Hershey's first woman CEO changed my life, my family's story, and Hershey's history. I'll then look forward to the new year with boundless optimism (I am an unabashed optimist!) I've already set clear goals for myself and my team. We're starting the year knowing what we must do to push our vision forward. In short, my focus and tip for the New Year are quite simple: Begin with gratitude and end with optimism." - Michele Buck

3. Always look to inspire. A company is only successful if it's employees collectively believe in the vision and achieving the mission. Look for ways to inspire with your actions, business decisions, and messaging. The more you inspire, the more you'll motivate them to work harder towards change and success.

"I consider my role as CEO to be Chief Energy Officer. My job is to inspire and harness the energy of our people across the business as we deliver against our snacking powerhouse vision and navigate through this dynamic marketplace. I'm intentional about lifting up those who are pushing the bounds and creating the future now." - Michele Buck

4. Always maintain a balance between competitiveness and compassion. On the road to success, compassion is often overlooked in the view of competitiveness. This should not be the case. Oftentimes when compassion is sacrificed so is the will to work leaving a not-so-friendly work environment for your employees. Show compassion for not only those within your company but also those misfortunate around you.

"She was a good confidante, both in pushing back and in being supportive. And that's hugely important for any of us to be the best we can be because that CEO job is — I'm sure she's learning — it's a pretty lonely job at times. She was never off saying, 'Hey, listen, here's what the crazy guy in the corner office believes.' I think it was always our plan to put the company first." - J.P. Bilbrey - Former President & CEO - The Hershey Company



A D E N A T . F R I E D M A N

President, and Chief Executive Officer - Nasdaq

Adena Friedman has over 2 decades of experience leading major organizations. Out of the two decades, Adena Friedman has been part of the key management team at Nasdaq for a decade and then some. Adena Friedman played a major role in the acquisition of INET, OMX, and the Philadelphia and Boston Exchanges. Prior to Nasdaq, she was Chief Financial Officer and Managing Director of The Carlyle Group. One of the reasons Adena Friedman is such a brilliant fit for Nasdaq is because she knows the company from the ground up. She started off as an intern at Nasdaq as an intern, went on to a brief stint at the Carlyle Group from 2011-2014 only to return to Nasdaq as President and Chief Operating Officer.

Adena Friedman's experience has proven to help her excel while formulating Nasdaq's strategic transformation to a leading global exchange and technology solutions company present in 6 continents out of the 7 continents. If Antarctica was a bit more habitable, then they'd be present there too. She started off building business plans for trading products and developing product plans that included a fee, these plans are

still being used today. When it comes to leadership she believes in a few simple rules:

1. **Own what you work on.** It is obvious that every action you take will be based on your education and what you've learned and absorbed on the job. Besides the fact that these actions come from you, You have a certain level of responsibility towards how much effort you put in,



Image Source: <https://www.youtube.com/watch?v=cAYlfcdYbE>

The thought put into it and the results based on the previous two. The more responsibility you take for the outcome, the more effort you put in. In other words, whatever you work on is your property so give it your best. According to Adena, *"What I do falls under the marketing discipline. But what it really is, is being your own CEO of a product,"*

2. Understand what you like and what you don't like. Adena's main advice to not only herself but the youth who are just starting their careers, they should use their early years to understand the kind of path they would like to be on. As they move from one job to the other, take the time to understand what you like and what you don't like about each role. When asked what advice she would give her younger self,

Adena responded with *"It's really important to recognize that you're not starting a sprint, you're starting a marathon. You want to really think it through. Your first job doesn't have to be the perfect job but with each of the jobs that you have, you want to learn something about it, you want to decide what you like and what you don't like. It's actually, frankly, a huge amount of value in learning what you like and also what you don't like to do and allow yourself to take those early years. Whether it's through the internship programs you do in college, or whether it's through the first couple of jobs you have to try and really*

hone in on what makes you excited to come to work every day. How do you use your intellect, how do you use your curiosity to really drive and motivate you? And, if you take those early years to do that, it will honestly set you on a better path for your long career."

3. Always work with an all-inclusive growth and prosperity motto. The more open you are to diversity and the thoughts and ideas that come from that diversity and inclusiveness the more you are likely to achieve. Thanks to Adena Friedman, Nasdaq functions on "collaborative command".

"We are a very innovative company, we are a tech company, we have a lot of organic opportunities for us to move forward and it's still a dynamic environment but we're very scaled. So now it's a matter of making sure we get all of the best ideas in the room, we really think them through together and then we make a very definitive decision and once that decision is made, we march forward together. So that to me is that combination of collaboration but then also having the command and the decision making authority to kind of move fast. That's the kind of culture we try to instill here"



SONIA SYNGAL

Chief Executive Officer, Gap Inc.

French Canadian-American businesswoman of Indian descent, Sonia Syngal's career spans over 3 decades where she's held various roles at Fortune 500 companies like Ford Motor Company, Sun Microsystems until finally settling at Gap Inc. Sonia held several leadership positions at Gap and Old Navy (part of the Gap umbrella). Syngal first became CEO at Old Navy in 2016 before finally becoming CEO of Gap in 2020. Syngal is also part of the Gap Foundation Board of Trustees and also serves on the Board of Governors for Boys & Girls Clubs of America.

Sonia Syngal worked her way up the corporate ladder and has truly learned how to be the right kind of CEO for Gap by learning the ins and outs of every single aspect of the business. During her tenure as CEO at Old Navy, the company was named as a Great Place to Work in 2016,'17, and '18. Her approach to leadership is a wonderful combination of empathy, company objectives, and identifying each individual's strengths and using them to achieve the aforementioned objectives. Here are the key leadership qualities that make her a good leader:

1. **Reflect internally what your brand image reflects externally.** One of the best ways to measure success is to make sure that a brand does and delivers exactly what it stands for. Buyers have more faith in the brand and its products when they see uniformity in messaging and activity.

"I'm committed to fully realizing the potential of our portfolio and the advantage of our scale, with a focus on strengthening the love that



our millions of customers have for our brands. To do that, we must better prioritize initiatives and capabilities that will improve execution and drive value creation." - Sonia Syngal

2. Always find new ways to bring the brand to your customers and reach new customers. With time, customer needs, desires, wants and demands keep evolving and changing. For brands, especially legacy brands, it is always important to make sure you remain in touch with consumer behavior. Sonia Syngal decided to keep up with the times by announcing a 10 year deal with Kanye West for Yeezy Gap which will be available in-stores and online in early 2021. They've managed to combine two big brand names and provide well-designed clothes for men, women, and children at accessible prices.

3. Make sure that all roles are clear, distinct and responsibilities are shared. A company can only function as a well-oiled machine if roles are well defined and there no blurred lines. One of the ways things can go array is when something goes wrong and nobody is willing to take responsibility because of the grey area. Always maintain clarity and accountability at all levels of the hierarchy. *"She's a passionate leader focused on moving fast while driving a culture of accountability and alignment. She brings a wealth of institutional knowledge and the skills and experiences to best lead this company during this time."* - Rober Fisher, Former Interim CEO, Gap Inc.



OPRAH WINFREY

Talk show host, media executive, actress, author, entrepreneur, billionaire philanthropist, and Chairman & CEO of Harpo Productions

What has Oprah not done? Her career has been followed by the world for over 3 decades and she shows no signs of slowing down any time soon. Most experts in the business world will agree that Oprah is a leader to mirror. Apart from being a television icon; Oprah has managed to build an empire and has a net worth of \$2.7 Billion. She went from being a talk show host to owning her own network, production company, becoming a magazine publisher, and investor investing in food businesses like weight watchers and restaurant chains. She's even created a radio channel and website that receives over 6 million users a month and 70 million page views a day.

Oprah is the perfect example of a self-made leader and follows the basic rules of leadership effectively simply because she understands the people. The tactics she uses is a simple reflection of who she is as a person and how she approaches people. Her leadership doctrine is trifold:

1. You can't build a business without a team. Oprah believes in the value of inspiration and believing in someone

enough to succeed. She will invest in highly skilled employees, look for the best of mentors to guide and help tackle every business situation, and most importantly she will look to develop a relationship with every employee. It is through this relationship that she will also imbibe the true worth in the value of the customer. She only invests in the most loyal employees, mentors, peers, and consumers. With her team in place, she knows she can achieve anything.



2. **Believe in your vision.** Having a vision is one thing but without believing in it you will not be able to achieve it. The more you believe in the vision, the harder you'll work to achieve the vision. Oprah not only believed in her vision but she made sure to communicate this vision to everyone around her and would be very clear in how it is to be executed. She developed a very focused brand and then expanded and diversified. Every aspect of the business is based on hierarchy, the larger businesses create the top tier. Her television show, followed by her company, movie productions, tv shows, foundations, magazine, radio channel, and then website. Each was built after the other without leaving any part of any of the endeavors incomplete.

3. **It takes immense drive and solid values to achieve success.** Oprah makes sure to run each one of her businesses with the same values that she lives by. They all function with the same drive and relentless ambition. Don't be confused - there is no hunger for power - there is, however, a will to spread positivity and optimism. Her wealth has been amassed by also spreading just as much wealth. She doesn't forget where she comes from and is so relatable because she is so humble and empathic towards others.



INDRA

NOOYI

Former Chairman and CEO of PepsiCo, Board of Directors at Amazon

When it comes to women in power, Indra Nooyi is one such figure that holds her place well. Ranked among the 100 most powerful women, she comes in as the 2nd most powerful woman on the Fortune list and is also ranked the 2nd most powerful woman in business. Indra has been a member of the Amazon Board of Directors since 2019.

Former CEO and chairman of PepsiCo, Indra was born in Chennai, South India, and was always known for her academic excellence. She went on to get multiple degrees in physics, chemistry, and mathematics and finally ended her educational journey at Yale with a Masters in public and private management. She held several leadership positions at Johnson & Johnson and Motorola before coming to PepsiCo. Nooyi was CEO of PepsiCo from 2006 to 2018. She directed the brand's global strategy for over a decade. She headed the acquisitions and mergers of Tropicana, Quaker Oats Company, and Gatorade. Indra's leadership qualities are a direct reflection of all the work done at PepsiCo. Here are some of the ways she's lead the brand to even greater success:

1. **Grow good by doing good.** PepsiCo's success and expansion were largely based on Nooyi's strategic redirection called "Performance with a Purpose" This means that strategies were directed towards creating long-term growth while leaving a positive impact on society and the environment. All products under the umbrella were divided into 3 categories - Fun for you (Junk food - potato chips and sodas),



Image Source: <https://twitter.com/indranooy>

Better for you (healthier and low-fat versions of the junk food), and Good for you (healthy options such as oatmeal). Noori was able to divert funding from “fun for you” products to “good for you” and “better for you” products. She even removed aspartame from Diet Pepsi in an attempt to improve the healthier products. She made every effort to develop a product and brand that cares for its customers.

2. Do your part to create a better world. A lot of Nooyi’s efforts were focused on environmental concerns and sustainability. She helped reshape the infrastructure to include renewable energy sources and conserving water and recycling. These endeavors were not half-hearted, product packages were redesigned to reduce waste. The U.S. facility now works on 100% renewable energy.

3. Create a work environment that employees don’t want to leave. Nooyi believed in the power of employees who know the history of the company and have grown with the company. Take the time to nurture and develop relationships with these employees. The longer employees stay with a company the more they can contribute towards the brand. Most importantly the more they will believe in the brand. Nooyi took the time to cultivate relationships with her teams. An example of her efforts, she wrote letters to the parents of her leadership team and went to visit them. She was able to learn more about what makes the people in her team who they are, she was able to develop a closer relationship with each one and she understood more about how and why they work the way they work.



Thank You



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