Leaning In, Standing Back, and Encouraging Forward:

Closing the Confidence Gap for your Students, Employees, and Selves
Technical Difficulties?

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Presenter Information

• Ariel Tarosky
  – Director of Education & Communication at Triangle Fraternity
  – In the beginning stages of her confidence journey

• Cat Sohor
  – Director of Fraternal Development at Delta Chi Fraternity
  – Considers herself to be a confident woman
About The Program

• All started with a book: “The Nice Girl Syndrome: Stop Being Manipulated and Abused- and Start Standing Up For Yourself”
• Lead to the conscious traveling of my “confidence journey”
• Prominence in Hollywood, politics & our field
• Focus on the practical application
Program Takeaways

• Self-confidence & self-efficacy
  – Individual
  – Students
  – Supervisees

1. Identify four ways to increase assertiveness in your personal life

2. Identify three opportunities to increase confidence and self-empowerment in female students

3. Determine effective methods for supervising female staff members
Program Framework

• Albert Bandura’s Social Cognitive theory
  – Behaviors
  – Environment
  – Personal/cognitive factors
• Self-efficacy is developed from mastery experiences
• Different concept than self-esteem but related
• Greater perception of self-efficacy experienced, more likely to approach difficult tasks, challenges & opportunities

(Bandura, A. 1993.)
Individual Lens: Theory

• Low self-confidence can be a result of:
  – How you were raised
  – Past/present abusive relationships
  – How you view your body
  – Society

• Perceived low self-efficacy or self-confidence affects how you approach personal and professional situations

(Gilligan, C. 2003)
Individual Lens: Practice

- Confidence vs. cockiness
- Stop apologizing for everything
- Identify your needs and wants and ask them to be satisfied
- Acknowledge that people are responsible for their own behavior
- Express negative thoughts and feelings in a healthy & positive manner
- Receive criticism & compliments positively
- Learn to say no
- Focus on ways to actively build your self-esteem
- Lean in and help others
Advancing Lens: Theory

- Socialization of leadership needs to start at a young age
- 86% of women taught to be nice
- 34% of women encouraged to share their point of view
- Factors affecting confidence
  - Risk taking
  - Failure
  - Perseverance
- Eliminate gender-based assumptions

(KPMG, 2014)
Advising Lens: Practice

• Devote equal time to men’s and women’s groups

• Effectively utilize your time spent with female students

• Examine the culture on campus for women

• Examine the sorority traditions that currently exist

• Serve as a role model
Advising Through Recruitment

• Women struggle in situations where they feel the pressure to be perfect on a regular basis but are also persuaded to be better and strive for more (Pasucci, 2013).

• Entering into a situation where you compare yourself to others, especially when vulnerability is at play can damage self-esteem.

• How can sorority recruitment be a tool to help build confidence in women?
Supervising Lens: Theory

• After two years on the job, only 44% of female employees say their supervisor is supportive of their career aspirations (Bain, 2006).
• Survey of more than 3,000 women aged 18-64, six in 10 working women indicated they aspire to be a senior leader or sit on a board, but that they do not have the confidence to apply (KPMG, 2014).
• Women are less likely to take a risk on their career and over time miss out on opportunities (Beck, 2016).
Supervising Lens: Practice

- **Examine the workplace environment**
  - Can a woman be assertive?
  - Do women feel apart of the team?
  - What are your policies and procedures?
  - Do you promote collaboration?
  - Are you trying to make her “one of the guys”?

- **Be conscious of your language and terminology**
  - Don’t refer to her as a great "female" employee
  - Does she apologize often for no reason?
  - Does she dance around topics?
"These cartoons hilariously describe the double standards women face at work every day" - Emily Baines
Supervising Lens: Practice

• **Consider your assumptions**
  – If she is confident do you assume she is being aggressive?
  – If she is quiet, do you assume that she is weak?

• **Providing feedback**
  – How do you provide your female employees with feedback?
  – Are you recognizing her for her work?
  – How do you approach mediating conflict between your staff members?

• **Managing Emotions**
  – As a supervisor it is important to be able to help manage emotions of all of your employees
Supervising Lens: Practice

• Compensation
  – Women make less money than their male counterparts- are you compensating appropriately?
  – Women are less likely to ask for a raise or promotion so how to you encourage your women to advance within the organization (if that is something she wants)?

• Competition
  – Are you a strong woman supervising another strong woman? Think about how you can work together instead of against one another.
Lean in, Stand Back and Encourage Forward

- Be proud of your confidence
- Keep the conversation going
- Surround yourself with confident women
- Support other women
- Stop apologizing
- Learn to say no
- Express negative thoughts in a healthy & positive manner
- Be conscious of the women in your life
- Be careful of the assumptions you make based off of your own gender bias
Questions & Answers
Thank you for Participating