



The Premier Online Leadership Training Program for Women

RESEARCH SUMMARY

According to academic research and our own proprietary studies, career development is critical for today's younger women to develop into tomorrow's leaders. Consider these insights:

- A 2019 proprietary Wet Cement study on *Fearlessness At Work* revealed disparate levels of confidence at work, career advancement behaviors and feelings of empowerment between genders. Specifically:
 - Women report NOT engaging in behaviors that would help to advance their careers more than men: taking risks, initiating difficult conversations with colleagues, sharing creative ideas and seeking promotions. Women are also more concerned about “being judged,” “failing” and their “ability to lead” more so than men are. Female respondents were also less comfortable advocating for themselves on the job.
 - Men and women react differently to having low confidence at work: women react with *greater negativity* and *withdrawing behavior* than men do. Women reported greater anxiety and depression, and they also felt less empowered than male respondents.
 - Open-ended responses indicate a desire for development training/advanced education and mentoring (less than 20% of people have mentors or mentor others).
- According to [UN Women](#), young women experience discrimination based on gender and age. Critical gaps in skills development and mentorship impact the ability of young women to realize their full potential as leaders.
- In 2011, the United Kingdom's Institute of Leadership and Management [surveyed British managers](#) about how confident they felt in their professions. Half the female respondents reported self-doubt about their job performance and careers, compared with less than a third of male respondents.
- *The Confidence Code*: At England's Manchester Business School, Professor Marilyn Davidson asks her students every year what they expect to earn and what they deserve to earn five years after graduation. On average, men think they deserve £80,000 a year, while women believe they are worth just £64,000 – or 20% less.
- A survey from the [American Association of University Women](#) revealed that girls emerge from adolescence with a poor self-image, relatively low expectations from life and much less confidence in themselves and their abilities than boys do. The study identified adolescence as the moment when girls begin to doubt themselves: while 11-year-olds tend to be full of self-confidence, by 15 and 16 they start to say: “I don't know, I don't know.”
- The loss of confidence in workplace abilities starts young. [A Girl Guiding Study](#) found that while 63% of seven- to ten-year-old girls feel confident in themselves, only 31% of 17- to 21-year-olds feel that way. The same study also found that a mere 35% of 17- to 21-year olds believed they had an equal chance of succeeding compared to their male colleagues, whereas 90% of nine- and ten-year-old girls believed they did.



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- In [Her Way to the Top: A Guide to Smashing the Glass Ceiling](#), author Hira Ali shares survey results from female professionals worldwide. Of the 300 respondents, 45% suffer from Imposter Syndrome and 33% lack the confidence to promote themselves, a deficit which has adversely affected their career progression. She also discovered that the gender specific challenges women face are closely intertwined and universal, regardless of geography. Furthermore, many women in the survey wish they had more guidance and training early on in their career so they could have advanced further than they did.
- In the same book, Ali recognizes that confidence in boys largely remains intact as they progress into manhood. However, as girls mature, their need to belong intensifies, and they often adjust their ambitions, and even attempt to tame their confidence, so others don't form negative opinions about them. What's more, society rewards girls for being 'good,' not audacious--for being cooperative and compliant versus impudent. So they 'put their heads down and play by the rules.' This societal gender imbalance gives rise to faulty confidence meters which later impact their professional lives too. A self-confident 13-year old eventually becomes a hesitant, unsure 20-30-year old woman who thinks twice before owning her success.
- Professor of Economics at Carnegie Mellon University and author of *Women Don't Ask*, Linda Babcock, found in studies of business school students that men initiate salary negotiations four times as often as women do, and that when women do negotiate, they ask for 30% less money than men.
- In [KPMG's Women's Leadership Study](#), professional working women believe it is critical for companies to support a woman's development in her twenties (80%) and career advancement in her thirties (61%). Additional findings:
 - When asked what training and development skills were needed to help move more women into future leadership roles, working women cited leadership training (57%) and confidence building (56%). Leadership training would also have made them less hesitant to accept leadership roles early in their career: *"It's difficult as a woman to have to fight for those opportunities."*
 - Entry-level working women report the lowest levels of confidence (44%) compared to their professional counterparts (mid-level: 52%, senior-level: 55%), illustrating a strong need for confidence-building at the onset of a woman's career. Women also feel apprehensive about claiming their achievements.
 - Helping women to develop and sustain confidence is key to nurturing them as leaders. Women in entry-level and mid-management positions are more likely than senior leaders to need support and a confidence boost: entry level: 75% vs. mid-level: 63% vs. senior level: 56%.

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