

26

KEY CHARACTERISTICS  
& BEHAVIORS  
of

*SUCCESSFUL  
WOMEN LEADERS*

Take Your Leadership Inventory



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## Women In Leadership Roles

**Leadership is a lifestyle...**

**a choice...**

**and who one is on the inside.**



Female leaders are found in the workplace, at home, and in life. Data supports companies with women in leadership roles outperform other companies with only male leaders in the double digits. So when then are women approximately 50% of the workforce and less than 24% of management roles and above in companies worldwide?

Could it be that we, as women, could be doing something to change this? I believe the answer is yes! Welcome to your Women's Leadership Inventory. You have just begun a journey that will take you anywhere you want to go - if you stick with it!

### **What is it that all successful women have in common?**

- They are willing to take the place they deserve at the table and don't allow the underrepresentation of women in the business world to hold them back.
- They do not conform to limitations, societal guidelines, or someone else's opinion of who they should be, or become.
- They are the architects of their own lives.

Today, according to Catalyst.org, women make up around 5.4% of CEO positions in Fortune 500 companies. There are less than 1 in 5 women on the seats of corporate boards. While

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**"AERODYNAMICALLY THE BUMBLEBEE SHOULDN'T BE ABLE TO FLY, BUT THE BUMBLEBEE DOESN'T KNOW THAT SO IT GOES ON FLYING ANYWAY."** - *Mary Kay Ash, Founder Of Mary Kay Cosmetics*

that number is improving, with female MBA students exceeding 1/3 of all MBA students, we have a long way to go.

The unconscious bias of what a successful woman “looks like” is starting to be addressed with the social change of diversity beginning to really bring change into our culture. The woman who chooses to build her career is respected and valued. The woman who chooses to raise responsible, loving children who will grow into contributing members of society in lieu of a career is also a leader, and arguably may be the most important one of all. Many women are doing both, and doing it well. All women have merit and have an influence and impact in this world in many different ways.

**One thing is 100% certain, women have the power to mold our world, and make a deliberate and conscious effort to create and live the life they want, be that in the workplace, at home, in the community or in any other way that applies within their own lives.**

I put this together to uplift women, to support women supporting women and to inspire others to do the same. You are one of the amazing women I am talking about and I hope you take an honest inventory so you can lead your legacy to greatness through your transparent, vulnerable, and authentic leadership styles. I also hope you give first and make sure you are lifting other women too. We are in this together!

Lead Your Legacy authentically,



## 26 Key Characteristics And Behaviors of Successful Women Leaders

Here are 26 key characteristics and behaviors of successful women leaders across the globe.

**On a scale of 1 - 5 rate your perspective of your ability to “own” and activate each characteristic or behavior daily.**

**Add up your score at the end. How are you leading your legacy?**

### 1. You Have No Fear 1 2 3 4 5

You aren't afraid to take chances and stand your ground in your professional roles. You have figured out most of life's puzzle pieces and truly know how to have it all, while making sure not to sacrifice in the important areas of life. You are willing to take chances.

Your career is important and you know how to ebb and flow through all of the priorities in your life. In fact, you are not fearful of having a life and committing to it as a whole. It's a fact that having children and raising children is more likely to affect the career of women. However, in today's world, there's nothing stopping you from doing both as long as you set yourself up for success with some pre thought and planning.



### 2. You Have a Strong Voice 1 2 3 4 5

1 2 3 4 5

The hallmark of a strong female leader is your voice. It is the inherent ability to speak your truth, and dare to be heard, especially when the message does not align with what is politically correct, of the status quo or what may be expected of you by society's standards.

You know you are worthy of being listened to, whether you are in a meeting with colleagues, in a corridor conversation with your boss, or at home with your family. You have a strong, confident mind-set and use your voice to emphasize key words and messages when you speak so as to deliver your message with clarity.

### 3. You Are Confident 1 2 3 4 5

Confidence is a hallmark of a strong female leader, whether that applies to your own belief in yourself to succeed and achieve, or your belief in your value to the whole of your world. You also exude confidence to the people around you even through times of self-doubt.

You have confidence in your values and decisions even when others doubt you. You have confidence when there are challenges and especially when all eyes are on you. You have faith in yourself and your abilities are constant threads that drive your confidence every day.

### 4. You Ask For Help 1 2 3 4 5

The road to a successful career in leadership can be a long one, and time-consuming. When you find yourself struggling to keep up, you ask for help. You do not see this as a lack of anything in yourself. In fact, you respect others when they can transparently admit when going it alone is not working as well as activating the team around them. You have people around you that are your “go to’s” when you need something and you willingly ask when needed.

### 5. You Are Self-Driven 1 2 3 4 5

Successful women leaders are self-driven, while you take external sources of support, motivation, and knowledge to heart, ultimately what drives your success comes from within.

It is a flame that takes responsibility to keep lit and you find ways to drive your thrive from the inside. You accept responsibility for motivating yourself and you are able to be self driven through most of your activities.



**“LIFE-FULFILLING WORK IS NEVER ABOUT THE MONEY -- WHEN YOU FEEL TRUE PASSION FOR SOMETHING, YOU INSTINCTIVELY FIND WAYS TO NURTURE IT.” - Eileen Fisher, Fashion Designer**

## 6. You Care About Culture 1 2 3 4 5

Building a successful career is all about finding the right fit. That means you find a culture that really works for you when accepting a position. It isn't always all about the salary, job description, or job title. When the right opportunity unfolds in the right organization, where your passions and your values are met... you dares to follow your gut.

Working for a leader with a cause that aligns with your values and sustains a people first culture inspiring creativity and innovation are all important pieces for you. You care enough to be picky when choosing your career path and the company or industry where your career path is planned.

## 7. You Don't Wait Around 1 2 3 4 5

No one is going to do it for you; it's your life and her career. You don't wait to be recognized, because you know you could be waiting for a long time.

Successful women leaders take a proactive approach because you find an appropriate way to get credit for your actions and performance and find suitable ways to summarize your achievements.

## 8. You Are Persistent 1 2 3 4 5

You remain persistent even in the face of strife, and opposition. As the old saying goes, "when things get tough, the tough get going." Resilience, persistence, and inner drive keeps you on your chosen path and each test that comes along only fuels that drive.





## 9. You Have A Network

1 2 3 4 5

Every leader has a network, which is especially useful for long-term development. Once upon a time networking conjured images of boys being boys in smoky rooms and making deals with friends, but that isn't the case these days; it's all about building meaningful relationships with your colleagues.

You take the time to nurture your network of collective female leaders. You support others and they want to support you. You are able to stay in touch with your chosen network because you manage your time well and do more than just put your name out there. You connect.

## 10. You Know How To Negotiate

1 2 3 4 5

There are varieties of reasons why women may not negotiate as effectively, or as often, as their male counterparts. It could be because of stereotypes and bias, as well as socialization. However, successful women leaders know how to negotiate, and those skills show in your paychecks.

You know how to ask for what you deserve and work hard to show your worth in many ways. You work on your negotiation skills because you have identified the importance of this skill in your leadership style.

According to Harvard Business Review only 7% of MBA women, request more money during their salary negotiations, while 57% of men do. The result of this discrepancy is that starting salaries for male MBA graduates are higher by almost 8%.

***GREAT BOOK: WOMEN DON'T ASK By Linda Babcock & Sara Laschever***



## 11. You Have A Positive Attitude

1 2 3 4 5

Nothing can replicate the energy that's released when a positive, confident, woman enters the room. Positivity fuels the drive to take an idea from conception through to realization.

When negative thoughts enter your head, you dismiss them and replace them with positive ones. Positivity is the hallmark of any success, it is what motivates and keeps you going as the tough times roll in.

You pay attention to your thoughts, use words that are focused on affirming constructive thoughts deliberately. You can look at any situation and find the positive.

## 12. You Strive To Overcome Obstacles

1 2 3 4 5

When someone deals with serious struggles in their lives and overcomes them, they often have incredible inner strength and drive. Struggles can turn us into better people, so you can use the hardships to your advantage.

You don't develop your character quietly or easily. You develop your character when you suffer, when you strive, and when you struggle, and come out stronger on the other side. You understand the path of personal and professional development and you are all in for the entire experience. You stick to the plan until you achieve the outcomes you have planned. And if it isn't the outcome you planned, it is the one that is perfect for you.



### 13. You Are Strong Minded

1 2 3 4 5

Being strong-minded isn't about being destructive, rude, or conceited. It's all about putting your confidence on display. Strong-minded successful women leaders are empowered, empowering, and have a healthy self-awareness, and accountability of their lives.

When the stakes are high - you stay the course and use clarity to help others understand and convince them with ease. You may find this puts you in situations where crucial conversations must be had with others, and you do not shrink back from this thought. You set your mind to it -and make it happen with a better outcome than expected.

***ANOTHER GREAT BOOK: CRUCIAL CONVERSATIONS By Grenny, McMillian & Switzler***

### 14. You Are Resilient

1 2 3 4 5

There will come a time when every leader makes a mistake. Every leader will stumble, and every leader will fall. The key is whether that leader can regroup, get back up, and go at it again with renewed conviction, confidence, and passion.

In business, you will face obstacles, and there will be moments you get the wind knocked out of you. It's all about getting back up and tackling the next obstacle harder.

You never give up.

### 15. You Have The Ability To Teach

1 2 3 4 5

Any great leader is also a great teacher. You naturally impart your wisdom to those around you. For women, it's vital that women leaders help to shape the successful women leaders of tomorrow. You are willing and able to offer your experience and advice to those around you.



## 16. You Set Goals 1 2 3 4 5

Think of your goal as a dream that has a plan for realization. Successful women leaders plan their goals in writing and include both short term and long-term goals. They plant the steps needed to achieve them and commit to a reasonable and achievable timeline.

You set goals and manage their path and completion. You make sure you reverse engineer your visions and plans to assure success. You build your time to meet your goals.

## 17. You Have Integrity 1 2 3 4 5

There is no need to leave a trail of destruction in your wake as you rise to victory. Integrity is at the core of a character. If you live by your convictions then you will gain the trust and respect of the people that you work with and you will grow in your success.

People buy people, and they do business with people that they can trust. You build effective and trusting relationships as you grow and live by your values. You say what you mean and mean what you say. People around you know what to expect and are never disappointed.

## 18. You Have A Cause 1 2 3 4 5

Successful women leaders can spot a gap in the market and make strategic moves to fill that gap. You look out for needs within your business and pursue those causes with a passion.

You make sure you take part in your community and you give freely to the causes you believe in. You believe in and live by your commitment to things bigger than the sum of you. By supporting a cause in the community, you have a larger purpose outside of your success and helping others brings you happiness.

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**“THE ONLY SAFE SHIP IN A STORM IS LEADERSHIP.”** - *Faye Wattleton, Alvarez & Marsal*

## 19. You Learn Continuously

1 2 3 4 5

You are never satisfied with what you know and are constantly learning new processes, ideas, and techniques. You invest in your life-long learning and make sure you spend time each day reading to learn new things.

You understand not everything is evident at first glance and that learning is the way to better understanding of others. You also know that learning from others is beneficial even when they have a different perspective than yours.

## 20. You Know Yourself

1 2 3 4 5

It may sound trite, but it's absolutely true. It's all about first finding out who you are from the inside out. Self-awareness is so important, and if you truly want to cultivate your insight and self-knowledge, you find yourself a strong mentor. It is not about what you think - it needs to be about what is your truth - and typically you need someone outside your tornado to help you discover what this may be for you.

Taking a good look at all your traits and characteristics from another's point of view has value. You invest in learning to understand better who you are and accept that this is where all your answers lie, versus in other people.

## 21. You See Things From Every Perspective

1 2 3 4 5

A truly great leader can look beyond her own interests and consider other people's perspectives. You can remain judgment-free when you're analyzing any situation. You understand that when everyone is heard, the best for the team is also heard.

You do not jump to conclusions or judgment until you have had the time to check all the facts. You stand as an example to others on making sure you have completed your due diligence prior to making decisions and changes around you.

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**"WE ARE NOT INTERESTED IN THE POSSIBILITIES OF DEFEAT; THEY DO NOT EXIST."** - Queen Victoria, Former Queen Of The United Kingdom

## 22. You Expand Your World Constantly 1 2 3 4 5

Many people in the corporate world can't look beyond that status quo. Successful women leaders look for new and innovative ways to run their businesses. When you are innovative, you lead a culture of diversity and creativity with your team. You are open and listen to new ideas with vigor and confidence. You surround yourself with others that are smarter than you so you may glean from them and be motivated by them.

## 23. You Have Focus 1 2 3 4 5

Successful women leaders can remove the mental clutter, disregard distractions, and concentrate on one issue, analyzing it with clarity. You can focus on external contribution, and gear your efforts on results, rather than on the work itself. You are able to commit to greater goals because of your focus.

By being results focused you do more than just aim for a goal - you work to make it happen. You are able to be specific about your time management because of this focus and are specifically productive in your day.



## 24. You Deal With Disapproval Effectively 1 2 3 4 5

A successful woman leader doesn't allow disapproval or approval from others to influence her unduly. When faced with rejection she does not slip into a downward spiral, she simply takes it as an opinion or constructive criticism when that is the case.

You understand your true value and accept that rejection is subjective and does not denote your success. You are open to others opinions to help you see any flaws you may have missed in your plans or activities. These flaws do not represent you as a whole and you are able to face them to pivot or change and appreciate those who are willing to have these crucial conversations with you.

**25. You Are Passionate**      1      2      3      4      5

She not only likes what she does, but she also loves it, and she might even live for it, with an unwavering obsession. This type of passion drives you to succeed, and succeed at leading. Your passion also inspires others as you are willing to express it fully in your life. Your passion is your purpose and your purpose is your passion. You know what drives the thrive in you and it is a priority in your life.

**26. You Are Authentic**      1      2      3      4      5

The successful female leader strives to write her own story, to be **and** embrace who she really is, and not who she is expected to be. You have taken the time to dig in and learn more about you, how others may perceive you and over the years have learned to bring your authentic self to every day.

You trust you and others know who you are without question. You have deep and lasting relationships with those you connect with because of being your authentic self.



**"I HAVE NEVER DREAMED OF SUCCESS, I HAVE WORKED HARD FOR IT."** - Estee Lauder, Estee Lauder Company

## Your Leadership Inventory Score

### 116 - 130

You are a role model and leader through and through. If you are not mentoring other women, you should be. Congratulations on doing the work that brings the results you need, deserve, and desire.

### 101-115

It is obvious you work on your leadership and others notice your level thinking and sound decision making. There may be times your plans do not turn out as you expected. This list will help you find that thing that is keeping you from achieving more. And you know what it is.

### 86 -100

You have influence and others around you seek your leadership. Look at this list and pick three to five qualities that will have the greatest impact on your life. Work on these and you will strengthen your leadership to new heights.

### 66 - 85

Your influence is intermittent, you can be misunderstood occasionally. There is a missing piece that if you find it - you will begin to open up new doors. Review this list and find your kryptonite. Do the work - to get the results you need, deserve and desire.

### 65 or below

You may be tripping on your own feet. Your influence is not where you want it to be. Take a look at your inventory and begin the work that will help you the most. This may be a good time to ask for help.



## 31 Amazing Female Leaders From Around The World

We can definitely say that these women (and many others) are role models of leadership, courage, and the perseverance that it takes to reach beyond any and all limitations to achieve at the highest levels.

### **Every mom who has dedicated her life to raising her children**

**Indra Nooyi**, is an Indian-American business executive and former chairman and chief executive officer (CEO) of PepsiCo.

**Angela Merkel**, Chancellor of Germany

**Susan Wojcicki**, CEO of YouTube and one of the founders of Google

**Kristen Griest and Shaye Haver**, first-ever female U.S. Army Rangers

**Lori Robinson**, Retired Air Force General, and leader of U.S. Air Force Northern Command (the highest-ranking woman in U.S. military history and the first female service member to lead a unified combatant command)

**Erica Gunter**, Corporal US Army, the first woman of 13M military occupation to become a launcher chief

**Mary Barra**, the chairman and CEO of General Motors Company since January 15, 2014. She is the first female CEO of a major automaker

**Harriet Tubman**, American abolitionist, humanitarian, and spy for the United States Army during the American Civil War

**Ruth Bader Ginsburg**, Associate Justice of the U.S. Supreme Court

**Janet Yellen**, Retired Chair of the Federal Reserve, United States

**Arianna Huffington**, author, syndicated columnist, and businesswoman. She is a co-founder of The Huffington Post, the founder, and CEO of Thrive Global.

**Meg Whitman**, CEO of Quibi and former CEO of eBay

**Dana Walden**, Chairwoman of Disney Television Studios and ABC Entertainment

**Michelle Obama**, former First Lady Of The United States

**Melinda Gates**, co-chair, Bill & Melinda Gates Foundation

**Donna Langley**, is a British movie executive who is Chairwoman of Universal Pictures

**Christina Figueres**, is a Costa Rican diplomat, Executive Secretary, UN Framework Convention on Climate Change

**Sheikh Hasina**, Prime Minister of the People's Republic of Bangladesh

**Nikki Haley**, served as the 116th Governor of South Carolina from 2011 to 2017 and as the 29th United States Ambassador to the United Nations from 2017 to 2018

**Reshma Saujani**, founder of the tech organization Girls Who Code.

**Anna Maria Chavez**, Former CEO of Girl Scouts USA

**Carla Hayden**, 14th Librarian of Congress, is the first woman and black woman to hold the post.

**Christine Lagarde**, President of the European Central Bank and former managing director of the International Monetary Fund

**Rosie Batty**, founder of the Luke Batty Foundation, Australian of the Year (2015)

**Gina Raimondo**, 75th Governor of Rhode Island

**Tory Burch**, CEO of Tory Burch

**Amina Mohammed**, fifth Deputy Secretary-General of the United Nations & Minister of Environment, Nigeria

**Arundhati Bhattacharya**, former chair-managing director of State Bank of India, India

**Irina Bokova**, former director general of UNESCO

**"I LEARNED TO ALWAYS TAKE ON THINGS I'D NEVER DONE BEFORE. GROWTH AND COMFORT DO NOT COEXIST."** - *Ginni Rometty, IBM*

## Final Thoughts

Leadership is accessible in all forms to any woman who wants it. Remember that leadership is not just in the world of business, a woman can be of great impact at home, in the community, in society, and in life.

Leadership is accessible and available to every single woman, no matter how she chooses to lead. The secret is in knowing who you are, and what your “naked truth” looks like.

You are worth the time, money and effort it takes to develop your personal leadership so you can have all the influence and impact you desire.

Thank you for your time to read this and activate feminine leadership in your life!



**"DEFINE SUCCESS ON YOUR OWN TERMS, ACHIEVE IT BY YOUR OWN RULES, AND BUILD A LIFE YOU'RE PROUD TO LIVE." - Anne Sweeney, Walt Disney**

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