

**CONNECTING LEADERS.  
UNITING ALLIES.**

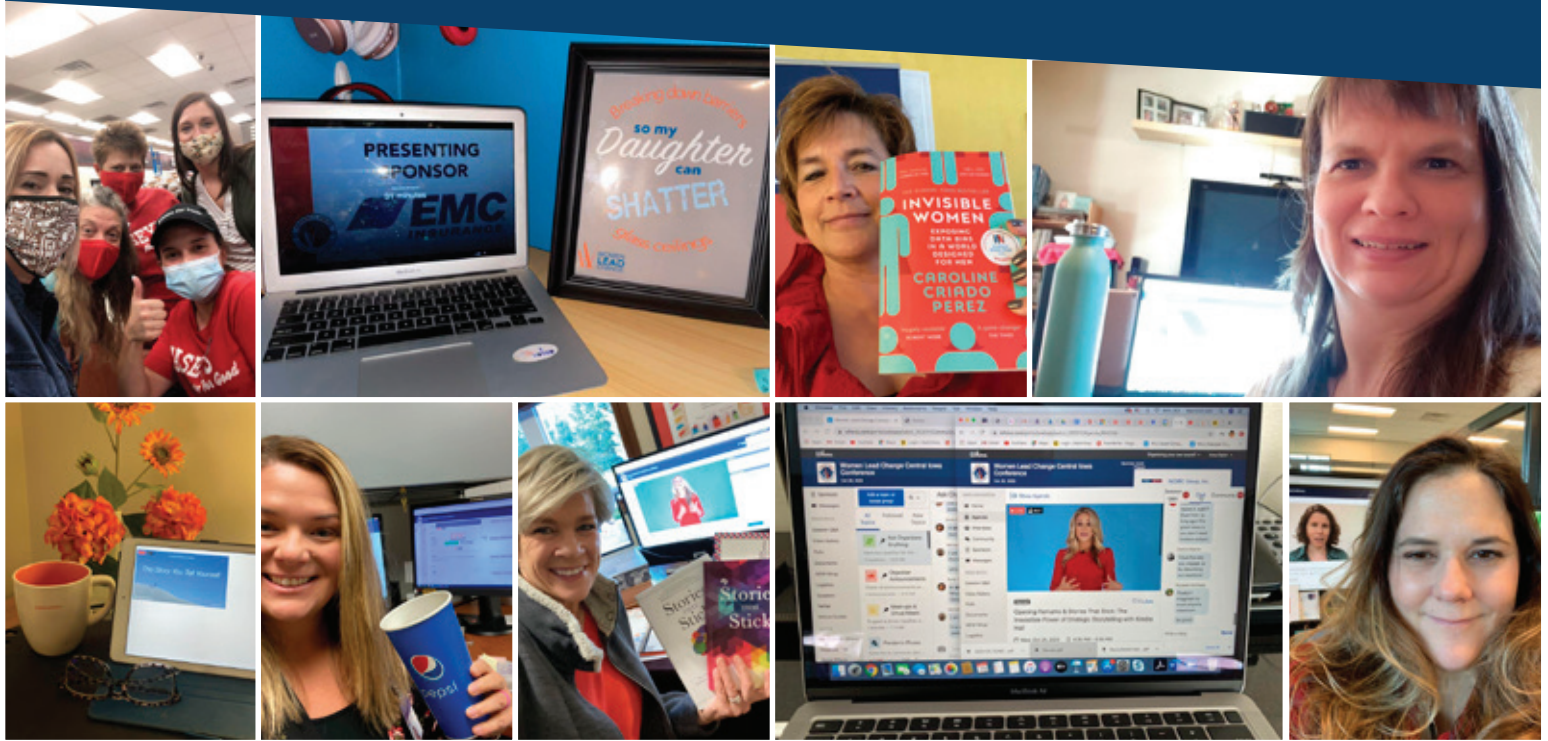


**OCTOBER 28, 2020  
WOMEN LEAD CHANGE  
CENTRAL IOWA**

**BEYOND THE  
CONFERENCE  
DISCUSSION GUIDE**



# OUR VIRTUAL REALITY: THE SHOW MUST GO ON



## Connect, Unite, Inspire!

As Women Lead Change CEO Tiffany O'Donnell mentioned in her opening remarks, we are living in strange times that some of us thought would be things of memory many months ago. But we have taken it in stride as needed and successfully planned fall conferences in this all virtual world. The lesson here, we can all do hard things! And even though it looked different, we connected differently, and learned differently, it was still an experience to never forget and take forward for future growth.

Thank you all for joining us on this journey. We were so grateful for the opportunity to pivot, innovate, and deliver our program to your offices, kitchen tables, dining rooms, home offices, and back porches.

We hope this post-conference guide is a useful resource that helps you make the most of the 2020 Women Lead Change Central Iowa Conference. It's meant to be shared, so spread the wealth and do great things. We were so lucky to share these moments with you even virtually.

Stay safe, stay healthy, and lead change.

### DISCUSSION GUIDE CONTRIBUTORS:



Bradie Kuehne  
Commercial Lender,  
Lincoln Savings Bank



Lindsey Ellis  
VP Regional Retail Leader,  
Lincoln Savings Bank



[wlcglobal.org](http://wlcglobal.org)





### FAVORITE WAY TO DECOMPRESS

- I go for a cup of hot tea and find a cozy spot to have a mindful minute or five to focus on my breathing and to find at least one thing I was grateful for today and focus on that.—*Trish Studebaker*
- My dogs help me decompress and bring me back to the basic joys of simplicity.—*Isela Munoz*
- Driving the car, focusing on the road and what is happening around me is my form of mindfulness.—*Tina Schmidt*
- A hard and sweaty workout does it for me! Nothing else but me and the boxing bag — great way to burn off any stress or anxiety!—*Marcy Kolontar*
- Reading!—*Emily Burke*
- Cleaning while listening to an audiobook!—*Angela Becker*
- Running- we have a trail near us and it's great to get outside and get a run in!—*Emily Manley*
- Swimming is my favorite way to work through my stress!—*Grace Hoak*
- I love listening to true crime podcasts while quilting.—*Alicia Watkins*
- Reading and video games are my decompression time. And the garden in better weather!—*Amber Johnson*
- Reading and cooking.—*DeAnn Malone*
- Running and podcasts.—*Jen Kirstein*
- Running or doing anything with my horses.—*Suzanne Maloney*
- Jigsaw puzzle, music, and a glass of wine or scotch.—*Christina Riedel*
- Spend time with my dog, music (miss live music!), gathering my amazing circle of friends for some empowerment time, true crime or bad reality tv.—*Jessica Meadows*
- Time with my best girl friends... the laughter is a gift I could never afford.—*Stacy Rose*

### PANDEMIC PLUSES

- I have found that I am able to attend more conferences/ learning events because no travel is involved and many of them have moved to free virtual platforms. It has been great for self development!—*Tina Schmidt*
- I've been able to eat more meals with my family which has been a blessing!—*Emily Burke*
- We were able to slow down as a family and just enjoy the down time with one another.—*Angela Becker*
- It allowed me time to reassess my time and priorities—to ask myself if I was overcommitted, overscheduled or putting in energy in places I didn't need. Plus...lots of extra time with my dogs! :)—*Emily Scanlon*
- It's been difficult, but I'd say positives include not rushing everywhere all through the week, and attending virtual events (painting class, wine & cheese pairings with spouse, virtual teas with my daughter, virtual game nights with family that live a long distance away).—*Sandra Thompson*
- No commute! I work in the EMC Omaha branch but live in Missouri Valley, IA. I do not miss that drive at all, especially with winter coming.—*Amber Johnson*
- An extra 13 1/2 hours a week due to no commute and no prep to get ready for work!—*Michelle Ellerbeck*
- Echo the no commute, also getting to see more of the development moments with my kids (3 & 1). While the times they have been home while working have been stressful they have also been very rewarding in making the connections with them and seeing them grow as I would have otherwise missed those little moments.—*Crystal Bigelow*
- We cut back on activities for our daughter. We didn't think she was over-committed but slowing down and pausing her extracurricular activities has brought her much more joy.—*Jamie Knox*
- We are eating out less and I had the courage to try homeschooling which is working better for my son because he likes to dive deep into one subject at a time rather than jump between subjects every day.—*DeAnn Malone*
- I have evaluated my priorities and realized that, while family has always been important, it is actually paramount in my life. When it is all said and done, what is my legacy to my children, future grandchildren and my greater community?—*Teresa Downs*
- More music and less noise.—*Christina Riedel*
- There are so many silver linings: Talking with my black grandson who has grown up in a white world about the power of his voice to influence his peers. Hanging out with my granddaughter who is a serious tech geek (and future animator!). Being the safety valve for our daughter who is dealing with "empty nest syndrome." Reconnecting with my hubby of 30 years cause I am NOT on the road 4 days a week. (Our house is really CLEAN!)—*Olivet Jones*



# STORIES THAT STICK: THE IRRESISTIBLE POWER OF STORYTELLING

KEYNOTE: KINDRA HALL

## A-HA MOMENT:

Kindra shared a Before/After video of Soul Carrier, a client's brand video. The first video alluded to a story; however, it glossed over how the company came to be. In the second video, the client told her story, turning her experience of loss into a career she was passionate about. In watching both videos, it was clear the second video appealed to human emotion; creating a connection from Soul Carrier's founder to the audience. As Kindra said, "you can do pretty good things and not tell a story, but if you tell the actual story, your brand could be great!"

Imagine being asked "What is your favorite physics topic?" and then being asked to write five-pages telling your audience why. This is what speaker, Kindra Hall, was tasked with her senior year of high school. In her attempt to write her five-page paper on the very interesting subject of gravity, Kindra came up short, even after adjusting the font, increasing her spacing and decreasing the margins. Having no additional information to add about gravity, Kindra decided to use her love of roller coasters, specifically "Wild Thing" at their local amusement park and incorporate storytelling to begin and end her paper to make the five-page requirement. When the paper was returned with an "A" at the top, Kindra was surprised to see the comment "excellent application to real life stories" at the top. It was at this moment, Kindra learned there is power in storytelling!

## WHAT IS A STORY?

To understand what a story is, we must know what a story is not:

1. A story is not a list of features, facts or bullet points; however, each bullet point is an opportunity for a story!
2. A story is not compelling data, as numbers can't speak, but behind every number is a story.
3. A story is not vague, a list of principles or high-level jargon.

## WHY DO STORIES WORK?

- Human beings are attracted to stories

A story is a moment, has a beginning, middle and end and creates emotions.

## WHAT CAN YOU DO NOW?

Kindra challenged the group to find their story:

1. To find your story:
  - Make a list of your strengths and weaknesses
  - Make a list of common questions/objections
  - Make a list of proudest moments. Powerful stories come out of our proudest moments, we are capable!
  - What is your story? What were you born for?
2. Craft your story
  - All stories have a beginning, middle and end
  - Avoid starting in the middle (which we often do)
  - Create a story: Normal, Explosion, New Normal
    - This mindset helps avoid starting in the middle of a story
3. Tell your story
  - In presentations at work/meetings
  - Networking
  - Communicate your story on social media/email. Your subject line should imply a story!
  - To colleagues

## MEMORABLE QUOTE

"Tell your story and your brand will travel!"

## BY KINDRA HALL

*Stories that Stick: How Storytelling Can Captivate Customers, Influence Audiences, and Transform Your Business*







# DATA IN DEI INITIATIVES WITH SANDRA QUINCE

MODERATED BY CLAUDIA SCHABEL

“Representation should not be a quota, rather an organization should aspire to have targeted efforts.”

Companies with developed Diversity, Equity and Inclusion programs are more profitable, have a more engaged workforce, a supportive client base and are more innovative. As a Diversity and Inclusion Executive, Sandra Quince gives advice on implementing DEI in the workforce based on her experience in developing a culture of Diversity, Equity and Inclusion at Bank of America.

Claudia Schabel is president of Schabel Solutions, and works as a Diversity, Equity and Inclusion (DEI), human resources and compliance practitioner

## WHAT CAN YOU DO NOW?

### Advice for Starting Diversity, Equity and Inclusion in the Workplace:

1. Create a plan/strategy
  - Plans/Strategies will be different in each organization
  - A good foundation is key
    - People want to feel valued/represented
    - People want to feel included/belong
    - What you are doing internally reflects who you are externally
  - You MUST be consistent with the plan/strategy and it MUST be communicated regularly
  - Check biases at the door (yes, you have them, we all have them)
  - Determine who will manage the process/govern the process
2. Develop your data metrics
  - How will you measure? Where/What will you share?
  - Look at the programs offered within the organization and who is attending these programs
  - Look at hiring practices, interview process/committees
  - Data should incorporate all levels of an organization
3. What are your goals or targets?
  - Never make a quota a goal, you should target a goal
4. Move beyond your organization
  - Be a “conscious keeper”
  - Work with vendors/community partners with similar goals

## A-HA MOMENTS

When incorporating a Diversity, Equity and Inclusion strategy within an organization, Sandra reminded the group that there will be moments of failure. There will be uncomfortable learning moments. There will be people who need help getting conversations started and this is all okay. It is better to be brave than perfect—“Save Space for Grace!” The most important thing an organization can do is create a safe space and an environment in which there are opportunities to engage in conversation.

## MEMORABLE QUOTES

“Representation should not be a quota, rather an organization should aspire to have targeted efforts.”

“Diversity, Equity and Inclusion is all about levers, you can’t just pull one! What levers are you pulling (Attraction, Retention, Promotion)?”





# INVISIBLE WOMEN: EXPOSING DATA BIAS IN A WORLD DESIGNED FOR MEN

KEYNOTE: CAROLINE CRIADO PEREZ

## A-HA MOMENT:

Conducting a Google search of “heart attacks,” Caroline found that most images are of middle-aged white males, but we know that heart disease is the number one cause of women’s deaths. Currently, Artificial Intelligence is beginning to predict heart attacks five years out in men, but current system detection does not include women! Machine-based-learning amplifies incorrect data/bias and should be a cause of concern.

Writer and Journalist, Caroline Criado Perez poses the question, what does data really tell us? We know there is a lot of it and we are told numbers tell us things, but when we start to dive a little deeper and ask questions like:

Who is collecting the data?

How is the data collected?

What questions are being asked?

What caused the need for this specific data having to be asked?

We start to realize, data is subjectively human, meaning, most collected data we currently have is biased toward men. Caroline calls this the Gender Data Gap. Caroline notes the Gender Data Gap is not a conspiracy, rather this idea of “Reference Man” (Caucasian, 70kg, represents everyone) has been used widely over time when collecting data.

## EXAMPLES OF THE GENDER DATA GAP

- Car Seat Crash Dummies designed for Reference Man
  - Seatbelts not designed for women (height, breasts, pregnancy)
- Personal Protective Equipment
  - Equipment considered “unisex” does not take into consideration female shapes/sizes
  - Equipment is too large (eyewear, gowns, gloves, masks)
    - This has become very noticeable during the pandemic
- Standard Office Temperature
  - Standard office temperature was developed using a 40 year old metabolic man during the 1960s
  - Current office temperature on average is five degrees too cold for women
- Tax Exemption Claims
  - Can claim: tools, mileage, accommodation
  - Cannot claim: childcare

## WHAT CAN YOU DO NOW?

- Avoid “The Henry Higgins Effect” aka why can’t a woman be more like a man?
  - Remember, women are not failed men!
- Recognize Bias in Data/Diversity, Diversity, Diversity
  - Most data sets undercount women because the focus has been (unconsciously) on men
    - Ex: Apple failed to include a period tracker on their Health Tracker App, BUT you could track your copper intake when rolled out in 2014!
- Collect Sex Disaggregated Data
  - Look at your organization’s strategies
  - Evaluate Impact

## RESOURCES

*Invisible Women: Data Bias in a World Designed for Men* by Caroline Criado Perez  
*Do It Like A Woman...and Change the World* by Caroline Criado Perez  
Documentary: *Blurred Lines: The New Battle of the Sexes*





## A COURTSIDE CHAT WITH KATRINA ADAMS

MODERATOR: TIFFANY O'DONNELL

"You can't control other people's thoughts or re-actions, but you can control how you reflect and act after."

Katrina Adams has lived many firsts, most recently as the first African-American, first former professional tennis player and youngest person to ever serve as the USTA President! Though she did not know it at the time, Katrina Adams became a trailblazer on and off the tennis court. While this has been a source of pride, Katrina does not want her achievements to end with her; rather she hopes that she paved the way for opportunities for those behind her.

### WHAT CAN YOU DO NOW?

- Be a mentor or sponsor someone
- Give an opportunity
- Find someone to pull you forward
- Prepare for success; have the right attitude/confidence/belief
- Use moments of failure as an opportunity to become better
- Manage shifts in your life by asking is this important to me? What can I do to prepare?
- Know your weaknesses and surround yourself with a sounding board to overcome them

### A-HA MOMENTS

During her time as the President of the USTA, Katrina was faced with a difficult situation: Serena Williams returning from maternity leave. Up until this point, there was nothing in place for female players returning from pregnancy; only injury (in which a player can keep their points earned for seeding up to 52 weeks). When Serena returned from maternity leave, she came back as unseeded at the French Open. Why was this so controversial? Well, if a player is not seeded, they are likely going up against a highly ranked player; in short, a highly ranked female player was going to go up against Serena Williams. As a result of the French Open's handling of Serena's maternity leave, Katrina and the USTA revised its seeding policy for the US Open if maternity leave was a factor for absence!

### MEMORABLE QUOTES

"Failure is an opportunity to succeed."

"You can't control other people's thoughts or re-actions, but you can control how you reflect and act after."

### BY KATRINA M. ADAMS

*Own the Arena...Getting Ahead, Making a Difference and Succeeding As the Only One,*  
February 2021

### RESOURCE

[https://www.emcins.com/support/flip-books/Diversity-DSM/?mc\\_cid=3666dd4f4f&mc\\_eid=59b9030192](https://www.emcins.com/support/flip-books/Diversity-DSM/?mc_cid=3666dd4f4f&mc_eid=59b9030192)



# BEING BOLD – A VETERANS' PERSPECTIVE: SHARING STORIES OF IOWA HOMETOWN HEROES

BREAKOUT: SARA ROBINSON



Be a part of  
your community  
to make the  
world a better  
place. Small  
gestures of  
kindness can  
grow very  
quickly and  
mean just as  
much as large  
actions.

**Sara Maniscalco Robinson** is a native of Boone and has served in the Iowa National Guard since 1997 as a broadcast journalist. In 2017 Sara founded the Iowa Veterans' Perspective, a 501(c)(3), in hopes of continuing the veteran storytelling program. Sara has interviewed and shared the stories of countless military members and focuses on letting the veterans tell their own stories through her powerful videos using historical photos and video to better tell the story.

Sara tells the stories for people that can't or don't have the connection to do so. Through her interviews and videos, she has seen countless examples of what it means to be bold and take that extra step to make an impact.

## WHAT DOES IT MEAN TO BE BOLD & GO THE EXTRA STEP?

- Be a part of your community to make the world a better place. Small gestures of kindness can grow very quickly and mean just as much as large actions. Be bold and go for it.
- Take a small moment that happens in your life to turn it into something that can inspire others.
- The world is big and there are a lot of differences, but at our core we are very similar to one another and being able to relate to one another can go a long way.
- One small action can truly empower someone else. Everyone has a story to share and reasons to be bold and grateful.

The veterans' interviewed in Sara's video all have made the choice to take that extra step for their communities, their country and the ones they've lost. We all have the choice to make that bold choice to do something extra every day.

## RESOURCES

- Website: [www.vetstories.org](http://www.vetstories.org)
- Youtube: [www.youtube.com/veteransperspective/](http://www.youtube.com/veteransperspective/)







## BEING BOLD: A BLACK WOMAN FROM LA TO IOWA

BREAKOUT: RHEYA SPIGNER

Issues imply a solution, but not everything can be easily solved. Sometimes, we just need to listen!

As an Iowa transplant, Rheya gives an outside perspective of “Iowa Nice.” Rheya grew up in Los Angeles, California and attended Arizona State University’s Walter Cronkite School of Journalism. Upon graduation, Rheya moved to Augusta, Georgia where she experienced her first culture shock.

Rheya shared, in the newsroom sometimes you are the only one who may have a dissenting opinion or perspective on a subject and that means you must do more teaching and educating. As she continued in her career, Rheya learned that her voice had weight and as a journalist, she had an obligation to be bold and to stand in her truth.

Rheya uses her voice to share and produce stories that share different perspectives and go outside people’s comforts.

When using your voice:

- Be specific
- Describe your idea
- Know your perspective is valid
- Speak your truth

### AH-HA MOMENTS

Issues imply a solution, but not everything can be easily solved. Sometimes, we just need to listen!

The most important thing one can do is find out who they are. To bring the message home, Rheya shared about a decision she made regarding her appearance. Going back to her natural hair made her feel like herself and is more reflective of who she is!





# FINANCIAL CONFIDENCE

BREAKOUT: DEIDRE DEJEAN

These moments are an opportunity. Position yourself to be financially sustained not only in the near future but for months and years to come.

Let's talk money. The importance of financial literacy and freedom will help you achieve your personal and professional goals right now and right where you are.

Acknowledging that we are living in a challenging time is a key first step. 600,000 women left the workforce last month compared to 78,000 men, and 1 in 4 women are thinking about exiting the workforce. This will make an incredible impact on the economy as well as their families.

Everyone needs to get realistic on what we are doing with our money on a weekly or monthly basis.

How do we gain confidence and take ownership of this time?

## PERSONAL FINANCIAL OWNERSHIP

1. Create a spending plan
  - a. Look at your spending holistically
  - b. Take ownership of your money
  - c. How much money is coming in?
  - d. How much money is going out?
2. If there is a surplus in your monthly plan
  - a. Increase your savings
    - Find an account that will earn you some interest
3. If there is a negative in your monthly plan
  - a. Are there trade offs you can make?
  - b. Guideline for living within our means
    - 35% of annual income allocated to rent
    - 25% of annual income on "life"
    - 15% on transportation
    - 15% on debt repayment
    - 10% to savings
4. 3-6 months of bills is a goal as a nest egg/emergency savings

## BUSINESS FINANCIAL OWNERSHIP

1. Small businesses often sprout over the course of a recession. If you can test out a small business idea without significant monetary investment, a recession can be the perfect time to see if it can become something bigger.
2. Use technology to market and connect resources. Can you increase delivery of your services using technology? Create spaces to build new relationships and strengthen existing relationships.
3. Work with other business owners. Create synergies or events with other businesses.
4. Take advantage of opportunities to step outside of your comfort zone.
5. Are there ways to spend less money? Find grace in being basic.





# HOW TO BE ALLIES/ADVOCATES FOR WOMEN OF COLOR

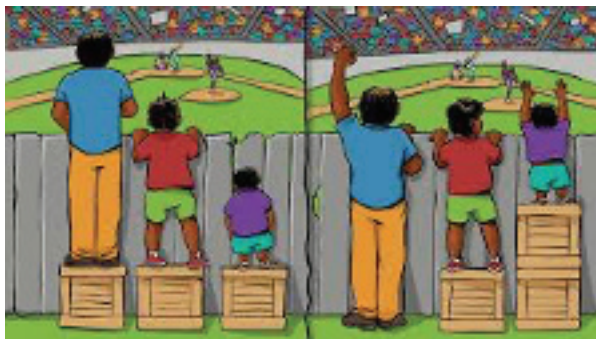
BREAKOUT: LONNIE DAFNEY,  
DIVERSITY & INCLUSION DIRECTOR, EMC

Lonnie reminds us Diversity, Equity and Inclusion is not a project, nor is it an initiative; rather it is a moral priority and business imperative. She encouraged the group to

## CREATING AN UNDERSTANDING

Equality vs. Equity

Equity removes barriers and sets people up for success because they have the right tools to be successful.



Equality means though they all have the same tools, does not mean they have the right tools to be successful. Equity removes barriers and sets people up for success because they have the right tools to be successful. The goal is Liberation, in which there are no barriers and people have the right tools to be successful.

## THREE WAYS TO SHOW SUPPORT FOR WOMEN OF COLOR

1. Become an ally
  - Align with a group and actively advance culture of inclusion for a group
2. Be an advocate or sponsor
  - Publicly advocate for an individual person
3. Be an accomplice
  - Take a hit/be vocal for someone

## WHAT CAN YOU DO NOW?

Start your personal journey:

- Take the Harvard Implicit Bias Assessment
- Start a conversation and be vulnerable
- Donate/Volunteer
- Educate yourself/Learn
- Join a resource group
- Lean into discomfort
  - Know that you do not need to have all the answers

## RESOURCES

Harvard Implicit Bias Assessment <https://implicit.harvard.edu/implicit/featuredtask.html>  
[https://www.emcins.com/support/flip-books/Diversity-DSM/?mc\\_cid=3666dd4f4f&mc\\_eid=59b9030192](https://www.emcins.com/support/flip-books/Diversity-DSM/?mc_cid=3666dd4f4f&mc_eid=59b9030192)





## RESILIENCE & GRACE

BREAKOUT: MARY MCCARTHY

Mary McCarthy, MPH, is a yoga educator, wellness enthusiast, and devoted mamma of three. She been a leader in the wellness industry and yoga instructor in the Greater Des Moines area since 2000.

### OTHER RESOURCES:

#### Podcast:

Resilience & Grace by Mary McCarthy

#### Book References:

- *Stretch* by Scott Sonenshein
- *\*Gifts of Imperfection* by Brene Brown
- *Resilience, Why things Bounce Back* by Andrew Zolli

#### Website:

[www.mary-mccarthy.com](http://www.mary-mccarthy.com)

Have you found yourself full of judgment? Do you have “decision fatigue”? In times of uncertainty, we can feel disconnected.

### CHASE & STRETCH MODEL

*Stretch* by Scott Sonenshein

- Chase
  - Many of us conform to the model that we need more to get more. The more we have the better we feel. We go after resources we really don't need while overlooking resources we already have.
- Stretch
  - Recognize the abundance that is right there. We don't always need more. When we stretch ourselves we can expand the resources we already have while feeling fulfilled.
- Consider the ways the recent pandemic has caused you to stretch yourself.

### INTENTION

Intention helps direct our energy. The why is more important than the what. The why help us connect to our joy and goodness. Once we understand our intention the what helps us cultivate the life we want to live. Intention helps us live with resiliency and grace

### GRATITUDE & JOY

- Gratitude is an invitation to be in the present movement and live resiliently
- Choosing abundance over fear
- Acknowledge your appreciation for life's challenges for they help us grow and change

### RESILIENCE & GRACE

- Resilience: Overcome adversity and move forward
- Resilient people have a core purpose and meaning.
  - Why am I here? What is my purpose?
    - Meditation is a way to help figure out our purpose and live in the present moment. It allows our spirit to speak to us. Stopping to pause long enough allows us to let go of who we think we are supposed to be but be who we really are.
  - Say yes to things that bring you joy.
- Grace: Knowing you don't have to earn it. You are already enough
  - No matter what gets done and how much is left undone, I am enough.
  - Love yourself unapologetically.

How do we build our own personal resilience in times of challenge within the community and systems we are a part of?

Common factors of resilient people include:\*

- They are resourceful and have good problem-solving skills.
- They are more likely to seek help.
- They hold the belief that they can do something that will help them to manage their feelings and to cope.
- They have social support available to them.
- They are connected with others, such as family or friends.

What are your non-negotiables to help you strengthen personal resilience and grace in your life – that build joy, love and connection?



# STRAIGHT TALK ANSWERS TO #METOO, QUESTIONS MEN HAVE POST #METOO

BREAKOUT: KIRSTEN ANDERSON & MEYER LEHMAN



Kirsten Anderson is an author, advocate, consultant, mom and former target of sexual harassment and retaliation. Meyer Lehman is a member of EMC's senior leadership team, serving as Executive Vice President of Finance and Chief Actuarial Officer.



## WHY DID #METOO COME UP, AND WHAT IS IT ABOUT?

- Most of it stems from bullying and an imbalanced power dynamic or perception of a lack of power.
- It's about power and control or lack thereof.
- The opportunity for men is to think about things on the other end of the spectrum. What is the power dynamic and how does being a man potentially, unintentionally, create a disparate impact for female coworkers?

With the #MeToo movement it has created a feeling that all men should be fearful. To disparage this feeling along with helping men to be involved in the conversation, below are some helpful tips:

- Men should ask themselves, "Am I doing anything wrong?". If the answer is no, then you shouldn't have anything to worry about.
- Ask a trusted colleague or mentor how you are perceived at work. How can you improve? Being very self-aware creates trust, comfort and confidence in the workplace.
- Think about things before you say them. If you feel uncomfortable saying it to your mother, wife or sister then you shouldn't say it.
- Proactively ask for permission.
- Continue to have open dialogue with those that are most important to us.
- Take the time to check in with your colleagues and have empathy.
- If you're still concerned, men need to understand the price that any target has to pay when they speak up.

Men have an obligation to speak up too. They need to help amplify women's voices.

## TURN #METOO INTO #ISAIDSOMETHING

- Being comfortable and confident enough to stand up for yourself or someone else takes time and takes practice along with a lot of self-awareness
- How can we be advocates for all people around us?
- Create an environment where people feel comfortable to speak out.
- Be open minded, start a conversation, be self-aware, put it into action

It's about power and control or lack thereof.







Stress is the physiological reaction in response to the brain interpreting a potential threat.

## 7 EVIDENCE BASED STRATEGIES TO DEAL WITH STRESS NOW

1. Physical Activity
2. Sleep
3. Have a Cry
4. Affection/Connection
5. Imagination
6. Creative Self-Expression
7. Laughter

## HUMAN GIVER SYNDROME

Beginning at birth, women have been told they need to be pretty, happy, calm, generous and attentive to others. Over time, stress begins to manifest in their bodies because they are trying to be pretty, happy, calm, generous and attentive to others. Human giver syndrome occurs when the individual (often women), feels like they have failed when they feel like they could do more in place of a leisured activity.

To avoid becoming human givers 100% of the time, Amelia and Emily asked the group to divest themselves from the takers in their lives and surround themselves with other givers. They asked the group to “turn toward each other’s needs with kindness and compassion.”

## WHAT YOU CAN DO NOW

The first step in tackling stress, is knowing the difference between stressors and actual stress: Stressors are what activate the stress in your body, such as:

- Work, kids, family, future, money, politics, health
- Internal Thoughts (Body image, self-consciousness)
- Trauma

Stress is the physiological reaction in response to the brain interpreting a potential threat.

## MEMORABLE QUOTES

“When you think you need more grit, what you need is more help and when you think you need more discipline, what you need is more kindness.”

“The cure for burnout is not self-care, it is all of us caring for each other. We are not built to do big things alone; we are built to do them together.”

## BY AMELIA & EMILY NAGOSKI

*Burnout: The Secret to Unlocking the Stress Cycle*





# THE NEXT WOMEN'S REVOLUTION

KEYNOTE: ELIZABETH GILBERT

## PURPOSE ANXIETY

We are taught when we are young to find our purpose, cultivate our purpose and to monetize it, but we do not really know our purpose in this world. We need to become relaxed about our purpose because we will never really know our true purpose.

We have heard many words to describe women: brave, tough, strong, resilient, but there is one word that is never on the list to describe a woman: relaxed. Elizabeth is calling for women of the next revolution to be described as relaxed, because right now, the relaxed woman is not easy to find. In fact, when one Googles "relaxed woman" they will find images of older, affluent white women getting stone massages...even Google thinks this embodies a "relaxed woman."

Elizabeth then asks the group what a relaxed woman looks like? She asked the group to imagine the most personal or professional disaster they were currently experiencing, and then, to imagine if they walked into the same situation the next day totally relaxed and what that would look like, what perspective would they gain?

## TWO ESSENTIALS OF THE RELAXED WOMAN

### 1. Priorities

- To be a relaxed woman, you must determine your priorities. Who and/or what are they?
- Catastrophes heighten priorities
- Learn to say "I Don't Care"

### 2. Boundaries

- You cannot have boundaries without first setting priorities
- After you determine your priorities or what is sacred to you, draw your circle around them and do not let others cross the circle

## A-HA MOMENT

At 24, Elizabeth Gilbert moved to New York City to pursue her dream job of becoming a writer. Instead of writing though, she found herself in an unpleasant living situation, working several jobs and in a relationship that was not going anywhere. During this same time, she found a woman in her neighborhood who was living what she deemed her "dream life" and decided she would seek her out to be her mentor. After months of hearing Elizabeth talk about being a writer, the neighbor asked her "what are you willing to give up, to have the life you keep pretending you want?" It was this question that changed her life.

## MEMORABLE QUOTES

Say "NO" all the time!

- Elizabeth said she says "no" more in one day now than she did the entire year she was 25
  - Find liberation in what you want/do not want
- "Don't check in with the world before checking in with yourself"

## BY ELIZABETH GILBERT

*Eat Pray Love*

*Big Magic: Creative Living Beyond Fear*





## TAKEAWAYS FROM WHOVA

### RECOMMENDED BOOKS

- *Own the Arena: Getting Ahead, Making a Difference, and Succeeding as the Only One* by Katrina Adams
- *The End of Average* by Todd Rose
- *The Happiness Project* by Gretchen Rubin
- *Rituals* by Natalie McNeil
- *Braving the Wilderness* by Brene Brown
- *Drop the Ball* by Tiffany Dufu
- *The Gentle Art of Verbal Self-Defense* by Suzette Haden Elgin
- *The Speed of Trust* by Stephen M.R. Covey
- *Stories that Stick* by Kindra Hall
- *Black White and Jewish* by Rebecca Walker
- *I Know Why The Caged Birds Sings* by Maya Angelou
- *The Joy Luck Club* by Amy Tan
- *The House on Mango Street* by Sandra Cisneros
- *Barefoot Heart* by Elva Trevino Hart
- *Stretch* by Scott Sonenshein
- *The Gifts of Imperfection* by Brene Brown
- *Resilience* by Andrew Zolli
- *Being Heumann* by Judith Heumann
- *How Women Rise* by Sally Helgesen and Marshall Goldsmith
- *Untamed* by Glennon Doyle
- *Burnout* by Emily and Amelia Nagoski
- *Eat, Pray, Love* by Elizabeth Gilbert
- *City of Girls* by Elizabeth Gilbert
- *Kim Jiyoung, Born 1982* by Cho Nam-Joo

