

1 **Women In Today's Profession**

2 **Objectives**

3 **Disclaimer.....**

There Are Some Statistical Differences Between Women and Men

However....

"No Statistic is 100%!"

4

5 **Objectives**

- Discover the "real" issues that women face in our industry today
- Look at the communication differences between women and men – and how to overcome them
- Identify the obstacles women face today – and more importantly identify the strategies for overcoming those obstacles
- Uncover the unique skills and opportunities that women bring to our workforce and how they will effect our industry in the future

6 **What Did (or would) Your Firm Look Like 20 (or more) Years Ago?**

- Staff?
- Managers?
- Partners?
- Benefits?
- Clients?
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7 **Remember When...**

- The Old Dress Code!
- Clients did not want to work with Female Accountants
- Partners were not allowed to "mix" during company business development activities – Golf... Men's Clubs etc...
- Pregnancy was a disease!
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8 **What Does Your Firm Look Like Today?**

- Staff?
- Managers?
- Partners?
- Benefits?
- Clients?
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9 **Welcome to the new world....**

- Direct Supervisors have a HUGE effect on career
- More Women at higher levels

- Flexible schedules are more accepted
- Greater knowledge of communication differences
- More men mentoring women
- Women are accepted by clients
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10 ☐ **Statistics:**

- More than 50% of graduates in Accounting are Women
- In the past 33 years, the number of women certified public accountants has increased from 2,000 to 106,000
- It's generally agreed that it costs 150% of a person's salary to replace a good employee
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11 ☐

*In 1952, there were 750 female CPAs.
In 1972, there were 2,000 female CPAs.
Today, there are 108,000 female CPAs.
-- AICPA 2005 research report*

12 ☐

13 ☐

14 ☐

15 ☐

16 ☐ **How is Your Firm Stacking UP?**

17 ☐ **% of Women in your firm today – All levels:**

1. 0-10%
2. 11-20%
3. 21-30%
4. 31-40%
5. 41-50%
6. > 50%

18 ☐ **% of Women in your firm today – Staff Level:**

1. 0-10%
2. 11-20%
3. 21-30%
4. 31-40%
5. 41-50%
6. > 50%

19 ☐ **% of Women in your firm today – Manager Level:**

1. 0-10%
2. 11-20%
3. 21-30%
4. 31-40%
5. 41-50%
6. > 50%

20 ☐ **% of Women in your firm today – Partner/Owner Level:**

1. 0-10%
2. 11-20%
3. 21-30%
4. 31-40%
5. 41-50%
6. > 50%

21 ☐ **How Much Do We REALLY Know About Each Other?**

22 ☐ **Communication**

- Body Language
- Facial Expressions
- Speech Patterns
- Behavior

23 ☐ **Do You See Yourself and Others In these Communication Techniques?**

24 ☐

25 ☐

26 ☐

27 ☐

28 ☐ **A Little Quiz to See How Good You Are at Communication....**

29 ☐ **1. Men Talk More Than Women?**

1. True
2. False

30 ☐ **2. Men Are More Likely To Interrupt Women Than Other Men?**

1. True
2. False

31 ☐ **3. There are approximately ten times as many sexual terms for men as for women in the English language**

1. True
2. False

32 ☐ **4. During conversations, women spend more time gazing at their partner.**

1. True
2. False

33 ☐ **5. Nonverbal messages carry more weight than verbal messages.**

1. True
2. False

34 ☐ **6. Female managers communicate with more emotional openness and drama than male managers.**

1. True
2. False

35 ☐ **7. Men not only control the content of conversations, they also work harder in**

keeping conversations going.

1. True
2. False

36 ☐ **8. When people hear generic words such as "mankind" and "he", they respond inclusively, indicating that the terms apply to both sexes.**

1. True
2. False

37 ☐ **9. Women are more likely to touch others than men are.**

1. True
2. False

38 ☐ **10. In classroom communication, male students receive more reprimands and criticism than female students.**

1. True
2. False

39 ☐ **11. Women are more likely than men to disclose information on intimate, personal concerns.**

1. True
2. False

40 ☐ **12. Female speakers are more animated in their conversational style.**

1. True
2. False

41 ☐ **13. Women use less personal space than men.**

1. True
2. False

42 ☐ **14. When a male speaks, he is listened to more carefully than a female speaker, even when she makes the identical presentation.**

1. True
2. False

43 ☐ **15. In general, women speak in a more tentative style than do men.**

1. True
2. False

44 ☐ **16. Women are more likely to answer questions that aren't addressed to them.**

1. True
2. False

45 ☐ **17. There is widespread sex segregation in schools, and it hinders effective classroom communication.**

1. True
2. False

46 ☐ **18. Female managers are seen by both male and female subordinates as better communicators than male managers.**

1. True
2. False

47 ☐ **19. In classroom communications, teachers are more likely to give verbal praise to females than to male students.**

1. True
2. False

48 ☐ **20. In general, men smile more often than women.**

1. True
2. False

49 ☐ **What About Our Firms?**

50 ☐ **Obstacles for Women....**

- Women are not confident in their abilities
- Women feel guilt when they speak up!
- Women don't have great "assertiveness" skills
- Women understand the rules – and they don't like them
- Women have a tough time setting realistic expectations for work and home
- Women have a tough time finding role models and mentors
- Women have a tough time developing a supportive network

51 ☐ **Strategies**

1. Flexible Work Arrangements
2. Mentoring
3. Career Development Programs
4. Part time Partners
5. Networking opportunities
6. Leadership and Management Development Programs
7. Project Teams vs primary client contact

52 ☐ **Strategies**

8. "Off Ramp" Considerations and Strategies
9. "On Ramp" Considerations and Strategies
10. Create work life strategies and policies
11. Make the technology investment
12. Encourage the support networks
13. Create choices in career direction
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53 ☐ **What Other Strategies Are Working?**

54 ☐ **Your Firm of the Future!**

55 ☐ **Women Of Influence:**

56 ☐ **Women Of Influence:**

57 ☐ **Resources**

- www.aicpa.org – Women's Initiative
- www.awscpa.org – American Women Society of CPA's
- www.aswa.org – American Society of Women Accountants
- www.womenconnect.com – Great site for busy women
- www.pinkmagazine.com – Pink Magazine... Oprah meets Inc.!

- 58  **The Advisory Board and
Crosley + Company
Present:**

3rd Annual Women's Conference

June 23 and 24, 2009

Bellagio Hotel, Las Vegas

- 59  **Resources...**

- Read for Fun**
- Read for Wisdom**
- Read for Success**

- 60 

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