

Inspiring a SeaChange, CCWESTT Conference
Halifax, May 3-5, 2012



Advancing Women's Leadership in SETT Fields

Susan Hollett, Hollett & Sons
Elizabeth Croft, NSERC Chair for Women in Science and Engineering, BC/Yukon
Carolyn J. Emerson, WinSETT Centre Project Coordinator
Jennifer Pelletier, Manager, NSERC CWSE BC/Yukon



Presentation Outline



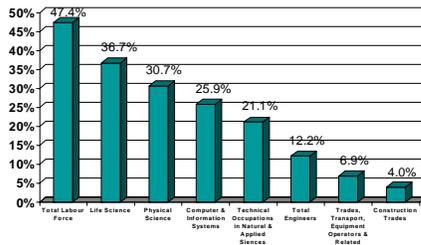
- Outline the Women in SETT Leadership Program
- Overview “*Becoming Leaders: An Introduction to Leadership Skills and Strategies*” module (Group exercise)
- Share:
 - workshop results
 - self-efficacy data
 - effective practices
- Introduce new program modules & deliveries
- Seek feedback on marketing and future modules

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% Women in Canadian Work Force (Canadian Census 2006)

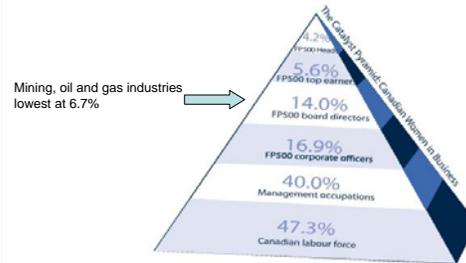


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Women in Leadership



Source: Catalyst Canada 2010

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Why Women Leaders?



- Individual benefit, career satisfaction
- Attrition in mid-career
- Reduction in systemic barriers
- Role models for younger women
- Recruitment and retention of other women
- Organizational benefits (Business Case)

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Who We Are



- Canadian Centre for Women in Science, Engineering, Trades and Technology (WinSETT Centre)
- Catalyst for recruitment, retention and advancement of women in SETT fields
- Develop and disseminate resources and services
- Partnerships, collaboration



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Women in SETT Leadership Program



- To increase / retain diverse women as leaders and decision-makers in SETT occupations
- Objectives:
 - (i) to strengthen leadership knowledge, skills and roles;
 - (ii) to contribute to creating SETT work environments that are respectful, inclusive
- Comprehensive, sequential modules

Introductory Module



- **Becoming Leaders: An Introduction to Leadership Skills and Strategies**
- **Based on *Becoming Leaders: A Practical Handbook for Women in Engineering, Science and Technology*; workshop series**
- **Early to mid-career women in SETT**



- 12 times since 2008 to ~ 200 women
- 6 workshops in BC, 2 in NL, 2 in ON, 2 in AB
- Hosted by industry, associations, CCWESTT member organizations

Objectives



- Increase awareness of factors that affect women's career success
- Gain confidence in making career and leadership development choices
- Share and acquire useful tips and strategies
- Outline a preliminary action plan
- Network with women with a variety of experiences

Content



- Information - why women and leadership; gender influences
- Self-assessment
- Interactive exercises – strengths and challenges
- Leveraging strengths
- Elements of leadership action plan
- Guest speakers – leading women in SETT
- Tips/Strategies, group discussions, feedback



A Snapshot of the Workshop Experience

In a typical workshop, participants would start by introducing themselves, and then engage in activities on gender schemas and leadership competencies.



Participant Small-Group Brainstorm: Strengths and Challenges

Small groups of participants brainstorm strengths women bring to leadership roles in SETT, and challenges they face in those roles. Each idea is recorded on its own oversized, colour-coded post-it note.



Sharing and Grouping

Small groups share their brainstorms on strengths & challenges with the full group, putting the post-its on a wall. The facilitator then works with the entire group work to corral the strengths and challenges into themes.



Your Turn!

In your table group, brainstorm strengths and challenges. Put strengths on one of the post-it note colours, and challenges on the other.



Your Turn (2)!

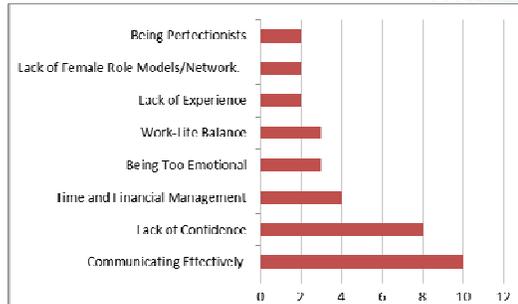
Spread out the strengths and challenges you brainstormed. Group similar ones together until you identify different themes.



Leveraging Strengths and Finding Challenge Solutions

Small groups take on a theme area, and brainstorm how they can make strengths work for them, and how they can overcome the challenges.

Common Themes...



Example of Solutions: Lack of Confidence



- Join a group to practice voicing opinions such as Toastmasters.
- Find alliances – people that hold similar views in order to gain confidence in your views – that you are not alone.
- Practice voicing your opinion in less confrontational situations
- Make the effort to join or initiate events and social situations
- Project more confidence than you feel
- Do things that scare you
- Join a network of women in SETT such as WISE
- “Just do it!”

Your Turn!!

Pick one of your theme areas, and brainstorm at least two ways to leverage strengths, and two solutions to the challenges.



Workshop Key Messages



- Leadership competencies – learn and practice
- Lead from wherever you are
- Take responsibility; be proactive
- Solutions at hand; you're not alone

Outcomes



- How did we Engage and Evaluate?
 - Pre-session Engagement Survey, 'homework'
 - Personal feedback at event
 - Post-session Evaluation & Working Group De-brief
 - Self-Efficacy Surveys
- Planning mid-long term evaluation

Results from Participant Evaluations



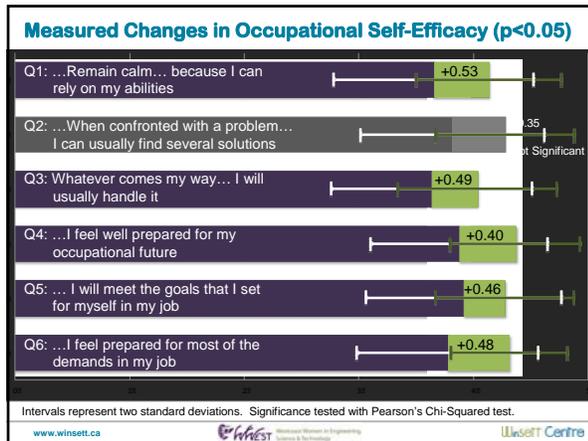
- Sharing and learning leadership strategies and tips was highest rated outcome
- Networking was a close second
- Guest speakers had a huge personal impact
- Hunger for more women's leadership development work!
- All talked about the ability to lead from wherever you are

Measuring Changes in Self-Efficacy



- Self-efficacy is a measure of one's belief in one's own ability to succeed in a particular area
- Self-efficacy is domain-specific
- WWEST adapted an Occupational Self-Efficacy measurement instrument¹ for pre/post testing of participants for four workshops in BC in October 2011

¹ Rigotti, T., Schyns, B., & Mohr, G. (2008). A Short Version of the Occupational Self-Efficacy Scale: Structural and Construct Validity Across Five Countries *Journal of Career Assessment* May 2008 16: 238-255.



What did WinSETT Learn?

- The format was effective:
 - Presenting the evidence behind gender differences in leadership
 - Sharing experiences of women leaders in the same field
 - Drawing out participants' experiences
- The key messages resonated with participants

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What did WinSETT Learn? (cont'd)

- Mixed reaction when discussing factors affecting women's career success - not everyone sees a difference with men's experience
- Careful not to raise expectations too high – it is an introductory workshop
- The response to the first module reinforced the need/demand for more!

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Best Practices

- Values underlie our decisions and actions
- Aligning values with work choices leads to personal success
- Have the values conversation early and often
- Connect values and behaviour
- Emphasize that you can lead from wherever you are
- Balance weakness with strength – look to the positive

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Best Practices

- Get company buy-in
- Target your demographic (e.g. experience, gender, general sector)
- 50% external participants
- Value the workshop – counted as PD, charge (reasonable) fee
- Pre-engage with self-reflective homework including discussion with a supervisor or mentor (but be flexible for latecomers)
- Know how you will measure and report impact (and get permissions)

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Best Practices

- Leave with tangibles:
 - Action plans or outlines
 - Worksheets
 - Further materials (book)
- Self-reflection worksheets can become discussion tools
- At closing, have participants verbalize what one thing they would do differently as a result of the workshop

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Next steps



- Ongoing deliveries of Becoming Leaders (Halifax May 30!)
- Next modules (Spring-Fall, 2012):
 - Negotiating for Success
 - Effective Communication
 - Creating Inclusive and Respectful Workplaces → Senior Leaders, Middle Managers, Team Leaders
- Growing number of regional facilitators (ON, NS, AB added to BC and NL)

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Next steps (cont'd)



- Exploring different delivery mechanisms WorleyParsons (Edmonton); 9 deliveries (6) modules to staff and managers Tracking longer term evaluation of career progress and institutional change
- Planning to create a WinSETT Leadership Network

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Your Input...



- Your suggestions to get the word out about the Leadership Program?
- What do you think should be the next modules to develop?

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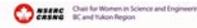
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Leadership Program Support



Status of Women
Canada

Condition féminine
Canada



Chair for Women in Science and Engineering
BC and Yukon Region



ingénieurscanada



Westcoast Women in Engineering,
Science & Technology



WorleyParsons
infrastructure & energy

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Conclusion



- WinSETT and partners are delighted with success to date
- Will need to continue and increase the energy, ideas and work to increase women leaders in SETT
- You are all now considered partners!
- Thank you

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Further Information



Women in SETT Leadership Program:
www.bit.ly/winsettleaders

Self-Efficacy Study:
www.bit.ly/wwestselfefficacy

www.winsett.ca | womeninsett@gmail.com

www.wwest.ca | wwest@mech.ubc.ca

Presenter bios can be found at www.bit.ly/leadership_bios

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