

Sample

PROJECT



DIAMOND

bringing brilliance to business



Women in the City is an award-winning organisation which promotes, recognises and rewards female talent in the City and beyond. In 2003, WIC held its first inspirational and motivational Celebration Lunch. Bringing together like-minded professional women and men, the Lunch, held in November, is now a signature event on the London business calendar, with over 360 guests.

Awards Programme

Woman of Achievement:

rewards senior and partner-level women who actively support the progress of females in their teams, organisations and wider business world.

Future Leaders: recognises exceptional women with the potential to be tomorrow's leaders.

Membership

Membership is available at three levels: Diamond, Emerald and Amethyst. These mirror the colours chosen by the Suffragettes 100

years ago – Green, White and Violet – which stood for Give Women Votes.

As well as benefitting from discounts, special offers and access to exclusive events our members are also actively involved in supporting our chosen charity, Enabling Enterprise.

By joining Women in the City you'll be contributing to our further development, giving back to future generations and become part of an exclusive community of

intelligent, thoughtful and talented business women.

Brand partnerships

We work with a range of businesses, helping them reach our growing database of thousands of influential women by creating events that bring together like minded business people; offering award and event sponsorship opportunities; linking them to our membership scheme and offering promotional and advertising opportunities in our various publications.

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Diamonds

are just rough rocks... until they are cut, polished and put in the right setting when they stand out, become valued and valuable.

My grandmother, born in 1898, was a businesswoman. Two great-aunts earned their own living. My mother went to university and although she was required to resign when she married, she returned to teaching in 1959. Her female friends all worked. These were my role models.

In 1968, the feminist movement became part of my teenage life when the women's liberation



movement demonstrated at the Miss America competition and threw their stiletto heels in the bin – although it was a myth that they burned their bras.

I read Germaine Greer's *The Female Eunuch* shortly after it was published in 1970. The same year, Barbara Castle as Secretary of State for Employment introduced the Equal Pay bill which was yet to be enacted (in 1975 together with the Sex Discrimination Act) when I started work.

Little did I know when I signed a mortgage agreement in 1976 that until then women

needed such agreements counter-signed by a "responsible male".

Thankfully, times have changed. In many professions, young women enter the workforce in equal numbers to men and do so with greater confidence and expectations than previously.

However, despite a half-century of progress, the rising importance of female purchasing power and an acceptance of the need for a more feminized working culture, they discover



that the business world is still dominated by masculine values.

It's not so much a glass ceiling as a concrete maze with no-one to guide the way. Women are told to speak up at meetings, to have gravitas, to be more assertive, to be what is sometimes described as "men in skirts". Some thrive, some jump ship, most want to find an authentic way to succeed.

In publishing *Project Diamond – Bringing Brilliance to Business*, *Women in the City* hopes to help men and women better understand each other, to stimulate discussion and create a more inclusive, supportive and successful working environment for all.

Finally I'd like to thank Norman Broadbent for their support and for their sponsorship, which has made this publication possible.

A handwritten signature in black ink that reads "Gwen". The signature is stylized with a long horizontal line extending from the end of the word.

Gwen Rhys
Founder and CEO, *Women in the City*

By Dr Anne Moir

Female

brain power

Perfectly designed for 21st century business



Just as we have a body sex we have a brain sex. The brain is organised in the womb by hormones. The male foetus starts making androgens (or male hormones) at six weeks. It is male hormones that create the male brain and the absence of them that makes the female brain.

We are born with brains that already react differently to the world. Girls and boys are born with neural circuits that respond with pleasure bursts to different things. Males gets pleasure from exploring the physical world and building things; females gets pleasure from exploring the social world and communicating with others.

The research evidence shows that:

Male brain

= systemizing
= task solution focus

Female brain

= empathising
= process/social focus

The female brain is organized with abilities on both sides of the brain.

- Better able to multi-task.
- More lateral thought processing.
- Greater out-side the box creativity.
- More flexibility – able to deal better with change.

Female brains are more active – they never stop working. She is remembering and processing detailed information faster and is always alert; she has superb skills for the ever-changing, multifaceted modern world of business. The male brain goes in and out of activity; it is harder for him to concentrate. He needs a more exciting and in-your-face approach to keep his brain working optimally.

The female sees more, hears far more acutely, remembers detail and integrates with the

emotional brain faster; the basis of her empathetic powers. She is able to read non-verbal cues with precision – a powerful tool for negotiation and understanding relationships.

The key to high achievement lies in recognising your biologically-based behaviour patterns that can block success. These are nothing to do with ability. Women are just as able to be high fliers, however, they are neurologically designed:

- To take a low profile; less willing to blow their own trumpet.
- To be overly cautious; less prepared to take the necessary risks to succeed.
- To make stress hormones and feel anxious when competing against others.

Men are neurologically fuelled by androgens. These male hormones modulate the neurological chemistry of the brain in a different way to estrogens, the female hormones. Your biology is not destiny; understanding it is a powerful tool for change.

What you'll learn by reading this section:

- Why testosterone levels help men succeed.
- How to promote yourself in business.
- How to stand out from the crowd.

Males of any species are biologically driven to stand out from the crowd; this comes down to significantly higher testosterone levels. They look for ways to make themselves stand out more than others while females are more egalitarian and inclusive.

When men interact, they are always evaluating the competence of others. The bottom line is that competence earns respect. But even more important than competence is power. Men instinctively respect those they perceive to have power.

Conversely, women feel personal values, such as trust, are more important. Therefore women don't advertise competence. Women inaccurately assume that if they work hard, others will notice and give them credit, but this isn't realistic. If a woman doesn't actively promote herself, men think she has nothing to promote – unless a woman learns to stand out from the crowd, she is sabotaging her own success.

The science behind it

The chemistry of competition is different:

Men

- In men, testosterone surges when they win.
- He feels pleasure even euphoria.
- The more he wins, the higher the testosterone rises and the higher the reward.

Women

- In women, competition triggers anxiety.
- Her reward system is only triggered when she plays well – win or lose.

Women will achieve more and feel happier if they set their own personal goals to compete against. They are competitive but in a different way to men. Getting to the top is not the be all and end all – which can sometimes make men think that women are not serious about the job.



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0704 404 7497

admin@citywomen.co.uk

citywomen.co.uk

 [@womeninthecity](https://twitter.com/womeninthecity)

 [Women in the City](https://www.linkedin.com/company/women-in-the-city)

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