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MAKING STRIDES:

PERSPECTIVES ON EQUAL FOOTING



AGENDA

- Where have we come?
- Where are we now?
- Where do we have to go?



“ Until all of us make it,
none of us have made it. ”

-Dr. Rosemary Brown, first black woman elected to the
Canadian Parliament, women's studies professor



**WHERE HAVE
WE COME?**

In 1950, about one in every three women participated in the labor force. By 1998, nearly **three out of every five** women of working age were in the labor force.



THE TURNING TIDE

- 1920: The Women's Bureau of Labor is formed.
- 1941: During WWII, almost seven million women enter the workforce.
- 1963: The equal pay act is passed.
- 1964: The Equal Opportunity Employment Opportunity Commission (EEOC) is established.



PIONEERING WOMEN IN INSURANCE

Fannie H. Florian became the **first woman in the U.S.** to be commissioned **to work in insurance in 1872** when she took over her father's agency.

Charlotte Cynthia Barnham, the first woman admitted to Yale's graduate program, received her PhD in mathematics and **joined the American Institute of Actuaries in 1889.**



CLIMBING THE RANKS IN INSURANCE/FINANCE...

Marion Sandler started Golden West Financial in 1963 with her husband (acquired by Wachovia in 2006). The company grew rapidly, making Sandler the **first female CEO of a Fortune 500 company.**

Currently, **Angela Braley** serves as CEO of the **largest women-led company** in the U.S., WellPoint.

The glass ceiling
may be broken,
but we must strive
to reach “the
tipping point.”



PAVING THE WAY IN INSURANCE

Thirty years ago, it was estimated that women comprised only 1.5 percent of insurance senior-level position appointments.

By 1990, that figure was still only 3 percent.



**WHERE ARE
WE NOW?**



DID YOU KNOW?

In early 2010, for the first time in history, there were more women in the U.S. workforce than men.





EDUCATION

In the graduating class of 2009:

- For every 142 bachelor's degrees earned by women, men earned 100.
- For every 159 master's degrees earned by women, 100 were conferred on men.
- For every 107 PhDs earned by women, 100 are earned by men.

The last time men earned more master's degrees than women was 1984-1985.



YET...

- Women still only hold 15 percent of board positions at Fortune 500 companies; 13 percent of those companies have no women on the board.
- Women in managerial positions are paid 81¢ for every dollar earned by men.
- American women hold an average of only 18 percent of the highest leadership positions.

“ Have things changed? I wouldn't say a whole lot. If I'm one [woman] out of 127, we have a ways to go—at least on the commercial side. I think its better in benefits. I think it is because of the perception that this is a male-dominated industry. ”

-Trindl Reeves, Principle and Chief Sales Officer of Barney & Barney and recipient of the 2011 Athena Pinnacle Award for Individual in Services

How can we, as an industry, work to change that perception?



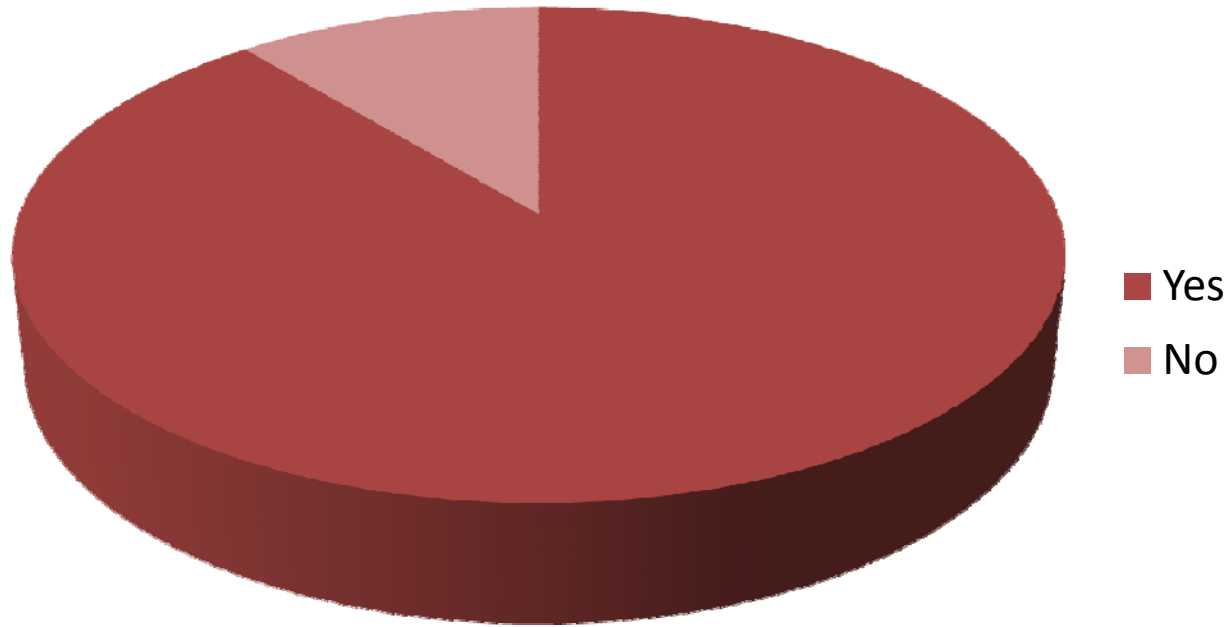
WHY AREN'T WE THERE YET?

- We eliminate ourselves.
- We compete rather than empower.
- We still face gender discrimination.
- We struggle with work/life balance.



AMERICA IS READY!

PUBLIC COMFORT WITH WOMEN AS LEADERS





WOMEN ARE CHANGING THE MARKET

Even though women in managerial roles earn 81¢ to every dollar earned by men...

- Women control slightly more than half of all personal wealth in the U.S.
- Women make 83 percent of all household purchasing decisions.
- One out of four married women out earn their spouses.
- Women-owned businesses are the fastest-growing sector of the U.S. economy.

“ A nation's competitiveness depends significantly on whether and how it educates and utilizes its female talent. ”

-The World Economic Forum
2007 Global Gender Gap Report



**WHERE DO WE
HAVE TO GO?**

“ Every woman for herself
is a losing strategy. ”

-Ann Doyle, Author of *Powering Up: How America's Women Achievers Become Leaders*



TAKE RISKS!

To change the status quo, we must be willing to blaze a new trail:

- Adjust your game.
- Do not expect feedback, instructions, encouragement or help (but know when to accept it).
- Overcome fear and resist cultural pressure.
- Speak up!



THE GENERATIONAL GAP

Women of the millennial generation cite little to no gender bias.

Though the millennial generation has been offered jobs previous generations of women only dreamed of, a **\$4,600 gender pay gap** remains.

“ If you look at the landscape and just look at the numbers, there are more women at the beginning of the pipeline ...but as you rise, the representational numbers drop.

”

-Cheryl Francis, co-founder and co-chair, Corporate Leadership Center, Chicago



THE ROLE OF THE ENLIGHTENED MALE

Male allies and champions are invaluable!

Credibility is transferable.

Female leadership does not denote “the end of men”—but signifies working together and achieving equality.





THIS IS WHAT AN ENLIGHTENED MALE SOUNDS LIKE

“ The importance of diversity cannot be overstated. Apart from being the right thing to do, an enterprise can't prosper without it—from the perspective of balance and insight—since we all serve diverse audiences. During my career, I have been privileged to work with many successful women in professional and executive positions and, for me, it has always been a simple proposition to recruit and promote women in the workplace. You simply look for the best person for the position and, as often as not, it will be a woman.

”

-Tom Callahan, President and CEO of Advantage
Workers Compensation Company



THIS IS WHAT AN ENLIGHTENED MALE SOUNDS LIKE

“

If you approach recruiting on a gender neutral basis, there are more candidates to select from, and it's easier to fill the important positions in the company. Also, one needs to recognize that women executives may have children and family commitments which need to be accommodated. We have not found that to be a problem because professional women in leadership positions are as committed to their jobs as men. It is less a matter of seeking diversity than finding the most qualified person regardless of gender.

”

-Warren W. Heck, Chairman & CEO
Greater New York Mutual Insurance Company



THIS IS WHAT AN ENLIGHTENED MALE SOUNDS LIKE

“ As the CEO of a company with nearly 600 employees, I am committed to ensuring equality and diversity at all positions. When the company looks at candidates to fill job openings, we are looking for the most qualified individuals regardless of gender. The result is we attract female candidates because they know they will be evaluated based on their qualifications...I am proud that Pinnacol recognizes the value of women in leadership positions, utilizes their talents, and values to their point of view. ”

-Ken Ross, Chief Executive Officer of Pinnacol



THIS IS WHAT AN ENLIGHTENED MALE SOUNDS LIKE

“

Excluding women from leadership consideration starts out by eliminating half the pool of potential leaders. Given a world class organization requires world class leadership, it is indefensible to the organization to exclude half the pool from consideration out of the gate.

”

-Larry A. Haefner, FCAS, MAAA, Executive Vice
President and Chief Actuary of CNA



THIS IS WHAT AN ENLIGHTENED MALE SOUNDS LIKE

“ I never really think of employees (including top management) as either male or female. With me, it all about skills, effort, team play and organizational fit. I've really done very little to "push" females or any other category of people into positions of power. At the same time, I've done everything I can think of to encourage everyone, male and female, to maximize their contribution to the organization thus enhancing their individual career opportunities.



- John Leonard, President and CEO of MEMIC



...AND THEIR COLLEAGUES NOTICE THE DIFFERENCE!

“

When I arrived at the office, I found John to be a dynamic leader with an eye for strategizing the successful pathway to excellence in our industry. What I didn't notice, at first, was that he didn't have any objections to assigning tasks that may have been seen as "male" dominated tasks to a very new female executive that had a great deal of excitement for new challenges.

”



- Catherine F. Lamson, SPHR,
Senior Vice President and Chief
Administrative Officer of MEMIC



STRIVE TO REACH THE TIPPING POINT!



Know when to fight.

Learn from your mistakes.

Welcome help from a
trusted resource.

Help each other out!

“ Remember, no one can make you feel inferior without your consent. ”

—Eleanor Roosevelt

QUESTIONS?

THANK YOU!



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“Networking is the process of developing and maintaining quality relationships that enrich your life and empower you to achieve your goals.”

- **Andrea Nierenberg**

Nonstop Networking: How to Improve Your Luck, Life and Career

REVEAL YOUR CORE

Character:

What drives you?

Outlook:

What are your perspectives, approach and style?

Relationships:

What are your current relationships like?
What is important to you?

Expectations:

What are your expectations of an employer and of yourself?

GET YOUR ELEVATOR SPEECH READY

Script your 30-second introduction.

Tailor it for every audience you may encounter.



Have you prepared an introduction that leaves your contact with the right message?



NETWORKING TIPS

Always have your business cards.

Create a 30-second elevator speech.

Have a few never-fail conversation starters.

Watch your body language.

Ask for a business card when first meeting someone.

Understand that networking is not about what someone can do for you; it is about what you can do for someone else.

Deliver what you promise.

Remember that following up is key.

Block off time to follow up.

Always be networking!

NETWORKING TIPS FOR THE NOVICE

Use the buddy system.

Ask questions. It's a great way to get to know people without making yourself uncomfortable.

Make eye contact.

Hold something in your hand to keep focused on the conversation.

Set goals for how many people you wish to speak with at events.

Remember that networking is a skill; it improves with practice.



TIME TO NETWORK!

