

Women Leadership News from The Stromeyer Group

January 7, 2008

Dear Clients, Colleagues and Friends,

Happy New Year! As we ring in 2008 we are pleased to announce that the Stromeyer Group has teamed up with [Stedman Graham & Associates](#) (SGA) offering a Women's Leadership Program that equips women with the ability to execute on a brand that propels them forward in their career path:

*"[...] The power is in the hands of the **individual** to supersede the circumstances by re-evaluating her worth, recognizing the possibilities, and determining how to create opportunities and capitalize on them." - SGA*

Law firms continue to struggle with talent shortage and the need to integrate diversity. In the last six months, we have increasingly encountered women who are looking for a career change, leave the legal industry to start their own business, or leave the workforce in general. These women typically have graduated top of their class and may have just closed a great deal that could propel them upward. Yet, all of them feel undervalued and underappreciated by the firms that employ them. They decide to leave because their needs are not met.

Many firms today have established a formal diversity initiative but still fail to recognize that diversity and inclusion goes beyond representation and encompasses the understanding of increased perspectives and approaches that impact *how* we do business.

Instead this great potential of female entrepreneurship is left untapped as firms don't avail of it. The Board and Leadership Committees continue to be underrepresented by women. The benefits of promoting women goes far beyond financial measures to encompass learning, organization and individual growth and the ability for firms to adjust fast and successfully to global market changes.

This requires fundamental change in the attitudes and behaviors of a firm's leadership and the individuals within it.

"There are countless training programs and books on leadership development, branding, or addressing the issues of diversity. These programs address superficial issues and provide short-term

In This Issue

Happy New Year!

Women Leadership Challenge

You Can Make It Happen

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A Fresh Perspective

We bring a fresh, diverse perspective to your business. Our strength is to develop creative sourcing strategies to increase your firm's reputation and visibility, streamlining of recruiting and human resources systems, and increasing opportunities for diverse talent.

About Us

It is our mission to build trusted relationships with our clients providing efficient and excellent service. We seek to inspire cultural diversity to enhance opportunities for women, people of color, LGBT, people from diverse cultural and religious backgrounds, and persons with

solutions. The SGA's approach to women's leadership development focuses on the "root of the problem, 'the missing piece', not the symptoms." SGA

We hope you find this newsletter helpful and inspiring. To learn more about how the Women's Leadership Program can be customized to your needs, please contact Britta Stromeier at 415.690.0601 or via email britta@stromeiergroup.com.

Warm Regards,

Britta Stromeier
Principal, Stromeier Group

Women Leadership Challenge

Much has been written and discussed about women leadership and advancement. It is still a fact that women advance more slowly than their male counterparts because men are more likely than women to ask for prestigious opportunities that will raise their visibility. Women's economic and intellectual power is significant. According to the Census Bureau women in the U.S. will outnumber men during the first half of the century from 5.3 million in 2000 to 6.9 million in 2050. Women's earning and investment power is substantial. Studies have shown time and time again that organizations that know how to leverage women leadership talent within their ranks show a positive impact on the bottom line.

According to ABA's Commission on Women in the Profession, women make up the majority of law school graduates. Yet, men still hold the majority of leadership positions in the profession. The following barriers are still prevalent:

- Gender Stereotypes
- Lack of Mentorship and Business Development Training
- Lack of Work Life Balance
- Cultural Stereotypes for Multicultural Women

These are real concerns and issues. Looking at diversity and women leadership merely from a representative view will not solve the problem. Law firms need to go deeper and take a close look at their cultural and organizational structure, their value system, and biases that determine how business is conducted. In conclusion, it is individual perception that influence the collective system. Therefore, the power is in the hand of each and every one to equip themselves with the proper tools to transcend the barriers imposed by the firm, gender stereotypes, and family life.

disabilities. We are committed to delivering results that exceed expectations.



["Find out more..."](#)

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You Can Make it Happen

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Attrition cost American companies **\$11 billion** last year, and a large portion of that turnover can be attributed to women leaving jobs where their talents had not been cultivated and their contributions were not appreciated. In a world marked by a turbulent economy and scarred by corporate scandals, it is critical for entry-level employees and executives alike to fully comprehend the critical roles and responsibilities of personal and professional leadership.

Businesses today are challenged by a talent shortage and the need to integrate cultures within or communication across a dispersed workforce. They are also affected by increased competition necessitating expansion of reach into new markets or finding fresh ways to serve existing markets. There is greater erosion of employee loyalty due to leadership struggling to form a vision to which people can grasp let alone hold on to given the choices available to them. People are also working more years and generational styles are often in conflict. Technology has changed our ability to balance work and personal lives, not always in a positive manner. And, the ability to recruit, manage and retain a diverse group of talented individuals is increasingly important in a multi-cultural environment where businesses perform globally. Business and entrepreneurship are more important today in a climate where there are fewer guarantees. More women leaders are needed in business to broaden perspectives, break down barriers and affect positive change within and outside corporate America.

These women leaders have a bias for action. They are where they are because of making effective decisions, which consider political, marketplace and personal impact. Their enthusiasm and commitment generate excellence, which leads to success. These leaders live by their commitments and renew and fulfill them every day through their actions. Leaders set the example for how people should be treated. They focus on what they *can* do, and lead from strengths. In personal relationships or at work, people cannot change other people, but we can change ourselves. Women who are leaders raise the bar and take responsibility for their own areas of influence.

The greatest opportunity a person has to achieve in her life is to have a sense of who she is, clarity and alignment about her life and possibilities, and learning how to make information and resources relevant to personal and professional development. Sometimes, the biggest obstacles to success are those we unconsciously put in our own paths. Past hurts, business and career downfalls and negative attitudes hold people back. We need to learn from the bad experiences and failures and let them go. Women can only start to maximize their potential once they know exactly who they are and what is important to

them. Once they know who they are and what drives them, only then can they begin the process of branding themselves into the market.

[-] Prospering women have the opportunity and the ability to help others develop a sense of identity, direction and control and to serve as a transformational figures. Women who choose to be strong leaders understand that change and challenges happens. They are not protected from this, but they are free to choose what steps to take in creating and committing to a vision for themselves, their careers, families and communities.

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