

**NANCY FREDERICKS REPORTS . . .**

**FOR WOMEN ONLY**

**How to Get Noticed, Gain More  
Recognition and Achieve  
Greater Financial Security  
in 5 Steps...**

**....Right Now!**



I recognize you intend to have a career that makes a difference.

I recognize you intend to feel empowered and engaged at work.

I recognize you intend to be accountable for your career.

I recognize you're looking for salary equity.

And I also recognize you're looking for answers to tough issues.

**Inside this Special FREE Report You Will Discover the ABC's for Your Career SUCCESS:**

- ✓ **A**ction Steps that will distinguish you as a high potential executive
- ✓ **B**ehavioral Shifts that have you influencing all levels of your organization
- ✓ **C**hanged Results that will boost your career progression



### **Why Should You Listen to Me?**

The only reason I can make such a claim is for over 30 years I've aided countless female executives to gain recognition, contribute, innovate and lead. As one CEO says: *NFI is our secret weapon! I can identify the executives who have taken your programs by the way they immediately start taking on true ownership for their position and the future of our organization.*

**Take advantage of today's  
historic power shift for women.**

**Build the successful career  
you've always dreamed of achieving...**

## The time is right.

**THE FACT** is... women haven't been playing on an even field for years, but **that is changing!**

Corporations are not only receptive to promoting women into senior-level positions of influence; they see there is a compelling business necessity for doing so and; they are taking steps to make it happen. If you're interested in acquiring more influence right where you are, **now is your time.** If you're ready to move up the corporate ladder, **now is your time.**

### FOR WOMEN ONLY

## How to Get Noticed, Gain More Recognition and Achieve Greater Financial Security in 5 Steps

Research reveals the **TIPPING POINT OF CHANGE** is here!

- A McKinsey and Company report revealed **more than 80 percent of participating companies' HR leaders believes gender diversity is a business imperative.**
- A Catalyst study, the leading women's research company, demonstrates a powerful **correlation between increased women's leadership and better business performance.**
- According to McKinsey and Company, European firms with the **highest proportion of women in power saw their stock value climb by 64 percent over two years,** compared with an average of 47 percent.
- A Pepperdine Study, found as a percent of revenues, profits at Fortune 500 firms **those most aggressively promoting women were 34 percent higher** than industry medians.
- The University of California at Davis, the graduate school of management concluded that companies **with women in top leadership positions have stronger relationships with customers and shareholders and a more diverse and profitable business.**

## The Times They Are A Changing.

**The era of a male-dominant leadership landscape is transitioning into an even playing field for everyone... particularly women!**

The foundation for the redistribution of power has already begun.

- The Organization for Economic Cooperation and Development states that **with few exceptions, the greater the power of women, the greater the country's economic success.**
- The Bureau of Labor Statistics estimates that American women born in the early 1980s are **33 percent more likely to earn a college degree by the time they reach 27 years of age than their male contemporaries.** With more women than men entering business in positions of power, this sets the stage for women to own the future of the upper echelon for years to come.
- According to Bloomberg Business **85 percent of all consumer purchases are made by women.** Companies are realizing they have an urgent mandate for a leadership workforce that better matches their customer demographics... women!

**Are you ready to take the lead?** The fact is less than 10 percent of the executives who download a special report such as this one read past the second page. And guess what?

You're a winner already. You're on the 4<sup>th</sup> page!

So congratulations on taking action!

It may seem counter-intuitive, but many women executives have a false belief system about what gets them ahead in business. The honest truth is a powerful secret weapon for career progression *isn't* your expertise or how many projects you

complete on time and under-budget or even all your accomplishments it is Relationships... **with just a bit of twist as you will see in this report.**

At the macro level, no matter what the focus of your organization, whether a product, sales or services, nothing is done without Relationships of every sort making it happen.

### **What gets you promoted....**

There is no question that fire-fighting, production skills are the key to the much-coveted “getting noticed and rewarded” early in your career—it’s just not the name of the game from mid-management and above. Now, those hard-won skills and attitudes that earned you praise in the early stages of your career can work against you.

A continued focus on “doing” is why women currently **hold 50% of manager level positions in the organization** yet, so few women move past this level to higher positions.

The rules have changed, and no one ever told you!

Think about your C-suite executives for a moment. Are they competent in performing the work you do? Can they produce the results you do? In most situations, the answer is a resounding, “No!”

As you enter the upper echelons of your organization, success has more to do with *communicating* the game-plan, concepts, and principles rather than *doing* the priorities, projects, and tasks. The emphasis of leadership is on establishing strategy—not merely completing a “to do” list. It has more to do with using your soft skills to inspire others—not relying exclusively on your expertise.

All of these leadership activities require dynamic Relationships supporting you every step of the way. In fact, they are the coin of the realm the higher you move within an organization.

Let’s explore **5 Secrets to Building Powerful Allies and Relationships** that will boost your career momentum as a leader—a *feminine* one!

## #1:

### It Is All In the Expectations

Most women are natural Relationship builders, which is good news! The not so great news is that women sometimes run amuck when creating *strategic, targeted* Relationships. The snag comes from the need at some level for emotional connectivity. Women have an inherent expectation for “respect,” “trust,” and “rapport” in a Relationship—even in business. The moment a woman’s lexicon includes *strategic* and *targeted*; it conjures up the notion of “contrived,” “phony,” “false,” “insincere,” or “deceitful.” Terms which are usually distasteful and certainly seldom part of a woman’s playbook.

Men, on the other hand, have a far lower emotional threshold for Relationships at work. For them, Relationships are about expediently getting the job done. For example, if a man has an experience with a co-worker who claimed a superb idea as his own, you would never know as you observe them working together. Men choose to relate to the “idea stealer” no differently than anyone else on the team in order to preserve the *working* Relationship. They are aware of shortcomings but don’t make that the focus of their Relationships. At a business level for men, Relationships are simply about advancing work.



And, whether women agree or not, business more often than not expects executives to mirror such an attitude and then rewards that perspective.

Simply put, women in business need to redefine how they relate to working Relationships, or they will always be two steps behind their male counterparts moving into the higher ranks of the organization and wondering what happened.

Can you imagine how this difference might be harmful to your career?

***DISRUPTIVE SECRET:*** It is as easy as accepting that in your personal life you should and can anticipate all the emotional connectivity of a **BIG RELATIONSHIP**. At work, appreciate and revel in any **BIG RELATIONSHIPS** whenever you develop them as a gift, not a prerequisite, and *accept* that most of your work connections will be **little “emotional context” relationships**. None of which in any way has you altering the integrity of who you are.

The fact is in business everyone is expected to work with someone they don't like, don't respect and wouldn't in a million, zillion years bring home for dinner; and yet must successfully partner with to get the job done.

## #2:

### *Powerful Business Relationships Isn't Cheating*

A small part of you may persist in thinking: *No! It is about the work, not Relationships. And if it isn't, it should be.* As long as you maintain that attitude, even if just in small measure, you hold yourself back from reaching your true leadership potential as well as losing the benefit of powerful network Relationship partners.

Why should you take the time to expand your network of Relationships? Because:

- Networking grants you **access to the treasury of the kingdom**. It connects you to people, advice, information, resources, favors and support that would typically not be available to you.
- Powerful Relationships provides you with a cross-organizational body of executives advancing positive buzz or turning around negative perceptions about you and your abilities—**even when you aren't present**.
- With corporations measuring performance quarter-to-quarter, combating acquisition attempts, facing restructuring and layoffs even the brightest and best may run into performance dips or corporate bad times. Your network **helps protect you**.
- You'll gain a broader understanding of the corporation. This wider view of your organization is what companies expect from their high potential executives. Your network across your organization as well as externally will **offer you an advantage for your entire career**.

Catalyst the leading non-profit women's research company says that Relationships (mentoring and sponsoring) leads to promotions and salary increases. **They estimate an additional \$25,000 in annual compensation.**

**DISRUPTIVE SECRET:** At the highest level of the organization, it isn't simply your skill sets that will get you promoted. Demonstrating your Relationship effectiveness on the team is critical to your success. Perhaps, you've been questioning some of the promotions or layoffs announced in your organization. It may be because you only pay attention to a small part of the equation. Competency is the entry fee for promotion and an important asset. However, equally important, and sometimes more relevant, at the higher ranks of the organization: "Is this person able to play effectively on the team?" With a 'no' answer, your promotion will be in doubt even if you have award-winning expertise.

### **#3:**

#### ***Your Boss is a Critical Career Dynamic***

Other than yourself, your boss is the single most significant influencer to your career. This priority holds true whether your boss is great or not so great or just plain terrible. Recognizing this fact will contribute to you having a career that steadily moves into the senior ranks of your organization, instead of one that feels as though it is mired in quicksand and going nowhere.

Often women expect their boss—and it does occur more frequently with female executives—to display certain qualities. Perhaps it's possessing a modicum of technical expertise or exhibiting a particular set of behaviors, or publically singing their employees' praises. This idealized viewpoint harms women's careers.

In a perfect world, we'd all be demanding a fabulous boss, but business just isn't *perfect*. You need to stop idealizing and acquire a workable framework to deal with these imperfect bosses if you want your career to flourish.

**DISRUPTIVE SECRET:** It is how smoothly you are partnering with the boss who is substandard that will make the difference in your career! At the top echelon, being seen as an outstanding team player is what counts. It isn't so much how you partner with the bosses whom you respect and who manages you perfectly that will determine your success. Your organization is assessing how well you can produce superior work even *under less than ideal* Relationship circumstances.



#### #4:

### *A Fixer's Attitude Does Harm*

Generally, women believe that for “the greater good of the company,” they need to get help for a dysfunctional boss in the form of training or coaching. So, they share this growth opportunity for their boss with human resources, or they complain to co-workers hoping that somehow the negative noise will get so loud that the human resources department or the leaders of the company will do something about it. After all, it is for “the greater good of the company!”

Let's get practical. If your boss is the single most powerful contributor to your career success (and he or she is); and your boss is looking to promote one of two successors, who will receive the nod?

Will it be the subordinate who has done everything to support the boss and the division or the employee who is attempting to reveal the boss' weaknesses even for “the greater good of the company?” You got it!

Rarely is it the one who is revealing the boss' *less than stellar* leadership abilities!

Uncover something good in your boss and build your strategic partnership on this basis. There is always something not even though you may recognize it right now. Check out why your organization or your boss' boss supports him or her. This assessment will give you insights for building skill sets for your future career promotions.

It may seem like a tough assignment. Perhaps it even seems downright unfair. Consider this: when you judge your boss, it is *your* subjective grading, *not* your company's observation.

Shocking as this may sound. It isn't *your* assessment that determines whether your boss is performing well or not. It's your *boss's boss* who is responsible for that determination. In my experience, your boss's boss is using a much wider array of performance evaluators than you can imagine. So, support your

organization by partnering with *all* your bosses—the good ones and the not-so-great—to complete the work, and you’ll be regarded as a team player by your business.

**DISRUPTIVE SECRET:** To the best of your ability, live in the space of acceptance. Everyone including your boss has strengths and weaknesses this is all part and parcel of life. Learning early in your career to relate to someone’s strengths rather than doggedly counting their weaknesses—is a leadership quality that brings high rewards for the company, your employees and you. And that is the winning attitude that will improve your career prospects.

### **#5:**

#### ***Crossing Borders—Biggest Predictor of Success***

In this faster, more hyper-connected whole, wide, wild, competitive world of business, Relationships are a vital commodity for employees interested in being highly-touted contributors. As Jessica Stillman wrote in her article “This Is the Biggest Predictor of Career Success” *being in an **open network** instead of a closed one (closed networks...people who already know each other) is the best predictor of career success.*



Just think about how often your company reaches outside its borders for strategic partnering opportunities. Or think about how valuable employee advocacy is to the spread of company products, services or brand. Or think about how often human resources, perhaps even you, have connected with an external network to fill job openings with competent employees.

The larger your network of contacts—internally and externally—the more powerful a contributor you are within the organization. A Hinge Research Institute study, “Understanding Employee Advocacy on Social Media,” reports ***96 percent of respondents say their involvement in social media for professional purposes has helped their career.*** It also revealed that ***76 percent of the respondents say that social media assists them to keep up with industry trends.***

Executives are expected to develop Relationships as a method to access information and resources not available in your company to produce outstanding results. Such a far-reaching network mandates consciously plugging yourself into Relationships and information to expand your knowledge to remain not only relevant but cutting-edge in your industry. These Relationships will prepare you for the future and provide you with insights on broader strategic issues.

Your future will be filled with unforeseen challenges you’ve never faced, perhaps never imagined solving before. It is not enough to lead from the isolation of

only *what you know* and *what your organization knows*. Today's marketplace demands a much broader perspective grounded in a powerful network of Relationships.

**DISRUPTIVE SECRET:** It's hard to imagine anyone rising through the ranks without the ability to build powerful Relationships as part of their leadership proficiencies. It's just too tough to navigate the corporate ladder today without strategic partners throughout the organization, and externally in your industry, supporting your ideas as well as your career progression. You get to choose.

How hard would it be to add one or two new Relationships to your CRM (Contact Relationship Management) system each month?

If you wait too long, you will start doubting your ability to target and then, cultivate strategic Relationships with executives outside of your comfort zone, so kick-off your commitment immediately.

As one CEO said in the McKinsey and Company's report, "Unlocking the Full Potential of Women at Work:" *Women don't knock on my door the way men do or ask for advice. I wish they were more proactive.*

***So, how important are Relationships for getting noticed, gaining more recognition and achieving greater financial security....?***

Stand back and study your organization with new eyes. Do you see how Relationships become more important the higher you go in your company? Do you see how more influential opportunities open up because of Relationships? Do you see how much more work gets done outside of the "big" meetings through Relationships? Do you see how your organization relies on wide-ranging Relationships to access information and resources not easily available?

You do have a better chance of getting noticed, gaining more recognition, becoming more influential, compelling leader and achieving your career desires by consciously expanding *who knows you* and *who you know*. In the final analysis, Relationships are the secret....don't forget that.

A word of advice: when you start building Relationships, don't think too low in the organization. According to a Harvard Business Review paper, "Why Men Still Get More Promotions Than Women," **men are more likely to be mentored by senior executives, whereas women are more likely to have junior-level mentors.** As you're building your network of Relationships look up—way up—in your organization.

Begin right now building *targeted, strategic* Relationships for your career advancement. It isn't easy to carve time out on your calendar to build these Relationships, which in all likelihood will not reap rewards for you short term; yet if you don't spend time now, you'll never reap the rewards of powerful Relationships down the road when they'll make a difference to you and your career.

You just can't get around it: Relationships are foundational for your success. A leader can't produce results in a vacuum, any more than a quarterback can complete a pass without a receiver. The Relationship building skill isn't merely an added-value aspect of a career, it is an essential!

As you follow these **5 Secrets to Building Powerful Allies and Relationships**, you will discover something magical occurring. Your career will gain momentum as your organization identifies you as a high-potential executive, you will have more information at your fingertips, you will be more sought after, and you will have more influence.... and much, much more.

Success and enjoy always,

*Nancy*

In this report we addressed one aspect of career growth—Relationships—and there are many more secrets that will assist you at advancing to higher levels of your organization.

## **DID YOU KNOW?**

- **DISRUPTIVE SECRET:** The next time you make a career move you may want to think outside of your defined career pathway. As Sara Sutton Fell reveals in her article “How Remote Workplaces Benefit Women,” remote companies who operate primarily virtually are estimated to have approximately **42 percent of leadership at remote companies are women, compared with 14.2 percent in S&P 500 companies.** Once you have gained decision-making leadership and balance sheet responsibility under your belt, your resume will be beefed up to attain leadership positions in S&P companies should you choose.
- **DISRUPTIVE SECRET:** True influence and power in an organization reside on the income side (line) of the balance sheet rarely the expense side (staff). The next time there is a posted job in your organization stretch your conventional promotion wisdom to include applying for positions that you might not normally envision for yourself. McKinsey and Company’s research saw **that two-thirds of women on Fortune 200 executive committees were in staff roles, and they have far lower odds of advancing to CEO than those in line roles.**

The **DISRUPTIVE SECRETS** illustrated in this report are a sampling, there are so many others I’d like to share with you that will help you raise your influence and become a compelling leader in your workplace.

If you enjoyed this special **FREE** report then you’ll like this too.

I see you’re looking to improve your influence and visibility in the organization to achieve greater status.

And I’d like to help you do that.

If you’re interested in booking a quick 10-Minute Call with me to see if I can help you, please click the link below.

There is absolutely nothing for sale.

I am simply seeing if I can help you.

Are you interested? Click the link below:

[www.nancyfredericks.com/10](http://www.nancyfredericks.com/10)

## Who is Nancy Fredericks?

She is a preeminent **business executive strategist, author and thought leader**. Corporations like Johnson & Johnson, PepsiCo, Adobe and Transamerica have retained her to optimize individual and organizational performance through her strategic coaching, developmental programs, keynote speeches and insightful business writings.



For the last thirty years, she's been a gifted coach who partners with executives to produce sustainable, powerful results. Nancy's speeches and developmental programs are interactive, content rich, powerful and provocative as she draws on her extensive consulting background with Fortune 500 companies as well as years of leading developmental programs for organizations around the country. As one client said, *Nancy generates lightning throughout the room.*

## Client endorsements regarding NFI:

*After speaking with Nancy, I identified the major internal barriers to my success, created a plan of action, and made some important self-discoveries. The biggest of those self-discoveries was realizing for the first time how much influence I have, how to effectively leverage what I influence and how doing so created opportunities for me and also for my company. I have finally hit my stride at work and feel engaged at a whole new level. I highly recommend you hire Nancy if you're looking to create massive change in your organization.*  
Head of Corporate Strategy and Support, Financial Industry

*For the second time in a year, my company is being acquired. With Nancy's support, training and wisdom, I now look forward to going into work and feel engaged at a whole new level. I am able to navigate the changing business environment while focusing on my continued career development, because of*

*Nancy's coaching. Implement Nancy's advice and it will transform your life and your business. Senior Manager, Pharmaceutical Industry*

*Nancy's insights on people, corporate culture, gender intelligence, and personal development strategies have been very beneficial to me and in turn, my company. I would highly recommend Nancy as strategic coach to anyone looking to increase their personal effectiveness. COO, Electrical Manufacturing Supplier*

*Nancy is very effective in promoting strategic thinking and supporting my goal to address issues in the most effective manner with C-Suite and senior executives. I have experienced some very high impact outcomes as a result of her advice. Vice President, Pharmaceutical*

*She helped me inspire my workforce to feel more determined, more ready and more motivated. Vice President, Realty*

*Amazing gift for being able to quickly and astutely size-up the complex way people think and act, and points out the results that will (or won't!) be achieved by continuing along that path. The best part is, she then goes on to help you develop and adjust into a new paradigm that will achieve the outcomes you desire. Human Resources, HealthCare*