

Welcome to our newsletter

Edition 6 - August 09

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Frankly Speaking

I can't believe it is August already. A statement I'm sure you've said yourself or had said to you recently. But it's true isn't it – doesn't time seem to fly more so now than it used to? It's because we are so busy and our multiple lives are multiplying! How do we find the time to do everything we want to? Well the reality is we can't. We have to prioritise and to coin a Steven Covey phrase - "The key is not to prioritise what's on your schedule, but to schedule your priorities." I know that works for me.

So when you have a spare moment, go grab your calendar and schedule in time for your life – time for your career planning, time for your health and wellbeing, time for your family and friends, time for your finances etc. Plan out your weekends and your holidays – don't let them slip by with the mundane-ness of housework and other chores. And the next time you sit down to write your to do list– don't write down the things you have to do, write down the things that you WANT to do and put the YOU back into focus. Write them down first then write down the other chores after that.

Speaking of to-do lists – my January 2009 list had on it – "create a 2nd edition of My Mentor". And guess what? We've done it! I'm really pleased to be able to announce that on September 21 a few of our clients will be launching *my mentor 2nd edition – challenging women to make it happen*. This new program has been developed in partnership with Telstra and Swinburne University and is now 12 modules and bigger and bolder than before. I am so impressed with Telstra as they have again supported us on this journey to make a difference to corporate Australia in the sphere of gender diversity. We have listened to your feedback and advice and created a program with new wonderful ladies featured on the DVDs, great new practical tips and strategies in the CDs and more challenging exercises in the workbook. In addition we've created three extra programs to provide support – a program for the Managers of participants, a program for *my mentor* Alumni to get them reinvigorated again and a parental leave program. There is more information on the programs in this newsletter, but if you are interested in receiving information, please give us a call on 1800 306 698. I am really looking forward to seeing more ladies challenge themselves to make more things happen for them!

The other exciting component of this new program is that it has been mapped to a Certificate IV in Business – courtesy of our friends at Swinburne University. We will be able to offer government funded options for doing the my mentor program for some ladies in a number of States – so stay tuned for more information on that, or please contact us and we will make sure you receive the full briefing as soon as it's available.

Maura



my mentor Update

Read this amazing email we got from a lady who has just started the program:

"I had the Assistant Commissioner and the Area Director turn up at the station unannounced today to check on my work and the station. This does not usually happen."

I am pleased to say that I passed with flying colours. The Assistant Commissioner asked if I would be interested in taking on a position in a permanent manner, and I took your advice and told him that I had applied for one of the OIC positions advertised. The position advertised will be merit based and I advised him that my intent was to gain a position from that merit list :-). His comments were "excellent", and "look out the girls are coming through".

I thought I would share that with you and let you know that Emberin is working for me. We are only on Module Two!"

Launches

Ladies at Stockland (Victoria and Queensland), Queensland Ambulance, Colonial First State and RACQ recently commenced their journeys on *my mentor*. Maureen and the CEO of RACQ, Ian Gillespie, spoke at a morning tea to launch the program at RACQ's Head Office at Eight Mile Plains. Anita Beasley ran an interactive workshop with the ladies at Queensland Ambulance at their headquarters at Kedron Park for their launch and Maureen and Anita attended launch sessions with the ladies at Stockland in Melbourne and Brisbane.

We launched a second rollout of the program with the Commonwealth Bank Wealth Management Group with some fabulous words of encouragement from their Group Executive, Grahame Petersen. Maureen has been so impressed by Grahame's passion for gender diversity that he was interviewed on our men's program - Men Mastering gender Leadership, which will be released broadly in September this year.

Emberin is also pleased to announce that Telstra, PricewaterhouseCoopers and the Queensland Public Service Commission will all be launching our NEW *my mentor 2nd Edition* in September with hundreds of ladies beginning to MAKE IT HAPPEN!

Graduations

Another wave of women have completed their journeys – with some amazing stories to be told. Australian Logistics Council, Commonwealth Bank Retail Banking, Austrade and Westpac all recently held graduations with their ladies.



Gender Diversity News

In emberin...

Challenging women to make it happen - Launch of my mentor 2nd edition

Get your women into training with Maureen Frank's 2nd edition of her highly successful *my mentor* program! This NEW program is now bigger and bolder, and has great new strategies, tips and information for working women on how they can make their personal and professional lives better in every way! My Mentor 2nd Edition is presented in partnership with Telstra and Swinburne University.

As this is the second edition of this highly successful program, its refined content enables women to foster untapped skills around some key areas they need direction and guidance in. The results for our female *my mentor* graduates and their organisations have been extremely positive and notable. In fact phenomenal! We have seen women transform their lives in all facets - from gaining promotions; to winning new customers and business; to moving interstate for work; to starting a networking group; to stopping domestic violence – it has been powerful! In fact women who have done this program have proven to set themselves apart from other women in their organisation through increased performance and remuneration packages. Is there magic in the box? As Maureen says, there isn't any magic in the box, but the program does help



our ladies un-tap the magic within themselves already!

The program includes:

- Three new DVDs featuring words of wisdom from a wide range of leading Australian businesswomen
- 12 new CDs featuring Maureen Frank delivering a complete journey of guidance for women in all facets of their life and skills development
- New workbook featuring exercises and information to keep them on track for their journey

The 12 NEW modules are:

- Module 1 – Lead like a woman!
- Module 2 – Stop procrastinating - it's time for action
- Module 3 – Personal branding - understand what you are selling
- Module 4 – Build a plan - your strategy for your life and career
- Module 5 – Taking calculated risks - shift your mindset
- Module 6 – Raising your visibility and selling yourself
- Module 7 – The power of networking
- Module 8 – Communicate to be heard
- Module 9 – Understanding male and female style differences
- Module 10 – Influence and negotiate win-win outcomes
- Module 11 – Striking the balance
- Module 12 – Go for the KNOCKOUT and make it happen!

Some of the women interviewed, include:

Ann Sherry, CEO Carnival Australia and Chair of the Queensland Public Service Commission

Nicole Hollows, CEO Macarthur Coal

Julia Burns, Director - Federal Office for Women

Launa Inman, Managing Director, Target

Andrea Grant, Group Human Resources Director, Telstra Corporation

Helen Brodie, State Manager, Australia Post

Linda Brown, Deputy Vice Chancellor, Swinburne University

Jude Munro, CEO, Brisbane City Council

Sally Herman, General Manager, Corporate Sustainability, Westpac

Tania Whyte, President, Linfox Commercial

Anne Loveridge, Partner, Pricewaterhouse Coopers

Captain Rushbrook, Commander, Royal Australian Navy

Vittoria Shortt, Head of Direct Channels, Commonwealth Bank

Debbie Best, Deputy Director General, Dept of Environment and Resource Management (Queensland Government)

Emberin is also pleased to announce the development of three additional programs to support the organisation and its gender diversity goals:

Manager's program – this program contains a single CD, DVD and a workbook and has been created for the Manager of the participant doing the My Mentor program to use as a companion guide. This program has been created to address the feedback from past participants that their managers need to be more engaged.



Parental Leave program – this program contains two CDs, a DVD and a workbook and is a one stop guide for employees going on parental leave. It guides them through before and during parental leave and returning to work. This program can be used as a stand-alone for women pre, during or post maternity leave, or can be used in conjunction with the My Mentor program.

Alumni program – this program also contains two CDs, a DVD and workbook and is a refresher course for past participants of the My Mentor program. It is designed to



reignite that motivation and keep the participant focused on their goals and career planning. We also bring the alumni up to date with some new concepts and ideas.



Fees for the new programs are as follows: (For 10 or more, not including postage/gst /ancillary costs)

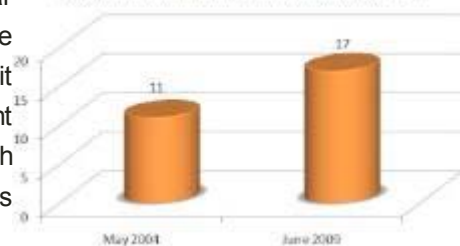
My Mentor Kit	\$425 per kit
Manager kits	\$125 per kit
Alumnikits	\$135 per kit
Parental Leave kits	\$135 per kit

On the global front...

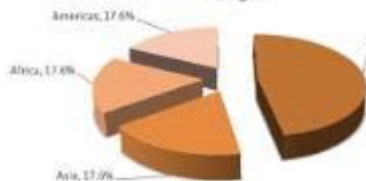
The Global Summit of Women recently released the 2009 update on its ongoing research on women's progress to leadership roles in government globally, which it began in 2004. With the recent addition of three women leading Gabon, Lithuania and Iceland, there are now 17 women serving as Presidents or Prime Ministers or 8.7% among top government leaders in 195 economies. This is an increase from 5.7% in 2004, when only 11 women held these executive positions.

“As promising as this incremental progress may seem, it’s clear that the numbers of women running nations is as paltry as those of women running corporations worldwide,” stated Summit President Irene Natividad. This current crop of government leaders comes primarily from the European region (47%), both from established democracies such as Germany and Finland, as well as emerging nations such as Moldova and Ukraine.

Number of female Presidents and Prime Ministers



Percentage of Female Presidents and Prime Ministers in each region



Looking at the second tier of government leaders, there is better news. Currently, there are 33 women Vice Presidents or Deputy Prime Ministers, or 16.9% among those holding these positions in 195 economies. This is double the number of women in these positions in 2004, when there were only 16 or 8.2%. Summit President Natividad adds: “These are encouraging numbers,

since these women present a pool of possible candidates for the top leadership role in their respective countries.”

And here in Australia...

Sex Discrimination Act turns 25! Sex Discrimination Commissioner, Elizabeth Broderick, is celebrating the crucial role of the Commonwealth Sex Discrimination Act, which turned 25 on Saturday. However, she said the Act is now in need of serious reform if it is to contribute to gender equality in the future. “Passing the Sex Discrimination Act in 1984 made it clear that, to live and work in an environment free of sex discrimination and sexual harassment is a human right - not a privilege,” Commissioner Broderick said, “but 25th birthdays are about looking to the possibilities and challenges of the future as well as looking back.”

Ms Broderick urged the Australian Government to progress the Senate’s recommendations for amendment of the Sex Discrimination Act 1984 in eliminating discrimination and promoting gender equality. “Enacting these recommendations will modernise the Sex Discrimination Act so that it can respond to the reality of discrimination and better promote gender equality in contemporary Australia,” Commissioner Broderick said.

Gender inequality is still an everyday reality for many men and women. Last year, the Australian Human Rights Commission received 438 complaints under the Sex Discrimination Act. Women still experience sex discrimination at many points in their life-cycle:

- At home, one in three Australian women is affected by domestic and family violence; women undertake two thirds of the unpaid caring and domestic work in Australian households and women spend almost three times as many hours per week looking after children as men.

- At work, 22 percent of women and five percent of men have experienced sexual harassment in the workplace and women currently earn 84.3 cents in the male dollar (full time adult ordinary time earnings).
- When it comes to retiring, half of all women aged between 45 and 59 have a mere \$8 000 or less in superannuation.

“As the mother of a young daughter and son, I want both of them to grow up thinking that nothing will stand in their way,” Commissioner Broderick said. “I hope that when I get to celebrate my children’s 25th birthdays, I will look forward to the opportunities ahead of them and find that none of them will be based on their gender.

To mark the 25th anniversary, the Australian Human Rights Commission is launching a commemorative website. The website provides a historical overview of the Sex Discrimination Act and gives women and men the opportunity to tell their stories of gender equality. Read more on the Commission's [website](#).

New Report on Women

A report titled Pay, Power and Position: Beyond the 2008 EOWA Australian Census of Women in Leadership was released in June by the Hon. Tanya Plibersek, Minister for the Status of Women. The report further explores the valuable data collected for the 2008 EOWA Australian Census of Women in Leadership and focuses on the status of women at Board Director and Executive Manager level in the ASX200. If you would like a copy of the report please email magic@emberin.com

Gender pay gap in Australia worsens

THE gender pay gap has exploded in just two years for teachers, financial and healthcare workers - and the Howard Government's anti-union push could be to blame.

Latest figures from the Australian Bureau of Statistics (ABS) released yesterday showed women on full-time wages were paid on average less than men across all industries examined. In six out of the 17 work categories the gap had actually increased since May 2006 - in the case of teaching by as much as 15 per cent.

Dr Trish Todd, director of the University of Western Australia's Consortium for Diversity at Work, told news.com.au that industries with a high number of employees on collective agreements tended to have smaller pay gaps. Many bosses also subconsciously saw women as weaker individual negotiators and drove a harder bargain, Dr Todd said. "When you've got collective agreements, you tend to have more equality," she said. "A high proportion of the workforce is now on individual agreements."

The average full-time female teacher received \$1104.50 before tax a week in May 2006 - 8 per cent less than their male colleagues - with the gap blowing out to 15 per cent in August last year. Women working in finance and insurance received about 28 per cent less than men last year, despite the gap being 24 per cent two years before. The pay gap in the arts and recreation industries grew from 14 per cent to nearly 20 per cent in the same period. In healthcare and community services, the gap rose from 26 per cent to 27.5 per cent. Hospitality had the smallest pay gap, reaching 3.7 per cent last year. But in 2006, the average full-time female hospitality worker actually received 40 cents more each week than males.

Dr Todd said hospitality workers have traditionally been employed according to union awards, which is why the wage gap was smaller than in other industries. The pay gap in the traditionally heavily-unionised teaching profession was the main surprise packet, she said. "That is an industry where there's a high level of collective bargaining."

How Perfectionism Can Affect The Work Life Balance Conundrum by Carol Frohlinger.

One of the most pressing challenges women reported in The Thin Pink Line Survey was that of work-life balance. Despite the fact that there are plenty of people who defined the challenge broadly, for example, having to care for elderly parents or a friend who is ill or finding the time to pursue an avocation, the one we heard about most often is the issue of how to raise children and a career at the same time. For example:

“There are only so many hours in a day and I must constantly make choices between business needs and family needs. I could likely advance my career further, but it would come at the expense of my family.”

Even women who don't yet have children worry about it. “I will be forced to make tough choices once I start a family. I'm not less capable than any men in my department, in fact I see myself as the most talented and with the most potential. However, I dread the day that I am forced to miss dance recitals or soccer games so that I can continue my work. I think in the end, I will choose family and my ability to receive promotions will suffer.”

Yet what's a woman to do when she wants a career because she has invested lots of time, energy (and no doubt money) to earn her stripes or even if the situation is she wants to work outside the home because it is an economic necessity for her to do so?

Clearly, this is complicated but today I want to write about expectations. Our own. Of ourselves. They may be just completely unrealistic. Why?

Consider that a recent study by the Journal of Occupational and Organisational Psychology reported that women feel that they are not meeting their own standards at work or at home.

The study's authors conclude, perfectionism affects more women than men. And that isn't good news. If you don't feel as though you deserve it, it is highly unlikely that you will be in the best frame of mind to advocate for yourself at work or at home. Trust me, your feelings about yourself will definitely impact your success at negotiating the things that will enable you to balance work and family. You have to get out of your own way to get in a good position.

If you are feeling inadequate at work:

- Look around. Observe how much others are doing and the results they are getting. How does what you are doing and your results stack up? Don't be surprised if you end up feeling much better.
- Work smart. Figure out to whom you can delegate. If you are the lowest women on the totem pole and have no one to whom you can delegate, take a deep breath and get creative. Think about ways you can templatise things. Let technology assist.
- Realise that there is almost always more work than can be done in even a long work day. Learn how to prioritise. Do the important things, not just the urgent ones.

If you are feeling inadequate at home:

- Set aside private time. Communicate that to those who need to know and don't let work intrude unless there is a real emergency.
- Prioritise. Decide what is important to you. Is it spending time reading with your kids or is it a spotless home? Whatever answers you come up with, don't be afraid to change your priorities as your children grow.
- When you are with your children, be present. Among other things, it means no sly BlackBerry sneak-peaks. It means really listening.

No doubt you've heard it said that “you can have it all — just not at the same time.” But perhaps you can - if you also have realistic standards of success.

Did you know?

Ten Things Women Want

1. Completeness
 2. Strength & Independence
 3. Family + Choice
 4. Fulfilling Career
 5. Connection/Sisterhood
 6. Personal Income
 7. Men, sometimes
 8. Pampering
 9. Social Media
 10. Trust
-

Women who inspire us

Louise Perram-Fisk is Director of Learning and Development at the Queensland Public Service Commission. Louise was 2008 Queensland Business Woman of the Year for the Public Sector and is an inspiration to many. We took some time out with Louise to see what makes her tick!



What are you passionate about?

In a work environment, being the best leader that I can be. There is nothing in the workplace that compares with seeing the most amazing transformation when your team knows how much you believe in their ability. When you start to see this happen, every day is a delight and the results that come from the team are above anything you imagined were possible. At home, I feed my other lives with great time with my partner, Ray and my painting and music, oh and of course, great friends and food. The Queensland Government is already full of opportunity for women. More women are in leadership roles in the public sector and that certainly brings diversity to our decision making and leadership teams. My vision is that we keep doing what we are already doing so well. We need to build on that, developing the next cohort of women that will lead tomorrow's agenda and all the challenges ahead for the Queensland Government.

You mentor a lot of people. What does mentoring mean to you?

I do mentor quite a lot of people - mostly women. I'm often asked why I spend so much of my time which is often the most precious commodity we have, on developing and inspiring people. I feel like it's my giveback and one of the best things that I do. Many people along my career path have taken the time to support me, encourage me and share the things that they have learnt on their journey. I am forever indebted to them for this. Mentoring is developing capability for tomorrow - that could never be wasted time.

Do you have a mentor now?

Not one mentor, but I have a lot of people who have been my mentor in many ways that are still a strong influence in my life. I have really been given opportunity to deliver great programs of work, and have had some great leaders to work within the Queensland Government. So many of them now are phone calls, coffee dates and an occasional breakfast, but I have a network of people in my life that are truly inspiring people. I feel like I'm a collector of great people that collectively know everything that I want to.

What do you think has been the secret to your success?

Inspiring others to be on the journey with me. We are like a sporting team. They train together, strategise together, have a uniform - they belong together. That's what I build in a workplace. A team that has each other's back, has rules about harmony, and support each other. And don't be afraid. No one did something amazing by thinking about it - they did it! Don't wait until all your planets align - having the best job, best project, best manager, best company - just be determined that you are a person that will succeed in any environment and make your project into something special. It's entirely possible. And lastly, think of everything that you hear as a new idea, a new opportunity - it may never work out to be feasible, but you don't even consider it if your mind isn't open to it.

Lastly, who inspires you?

I'm not inspired by any one person. There are so many people and so many things that inspire me. My circle of fabulous women inspire me, being mothers, grandmothers, partners, dancers, artists, authors, leaders... the list goes on. I love people who love ideas - who want to create a new space that no one has yet thought of. My father inspired me through his life ... he never did the same thing twice in the same way. And I really enjoy people who are courageous - life throws much at us all and so much courage goes unnoticed. Inspiration comes every day from so many places. If you aren't yet inspired, join a group, read a book, Google some ideas - before long you'll be incredibly inspired.



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