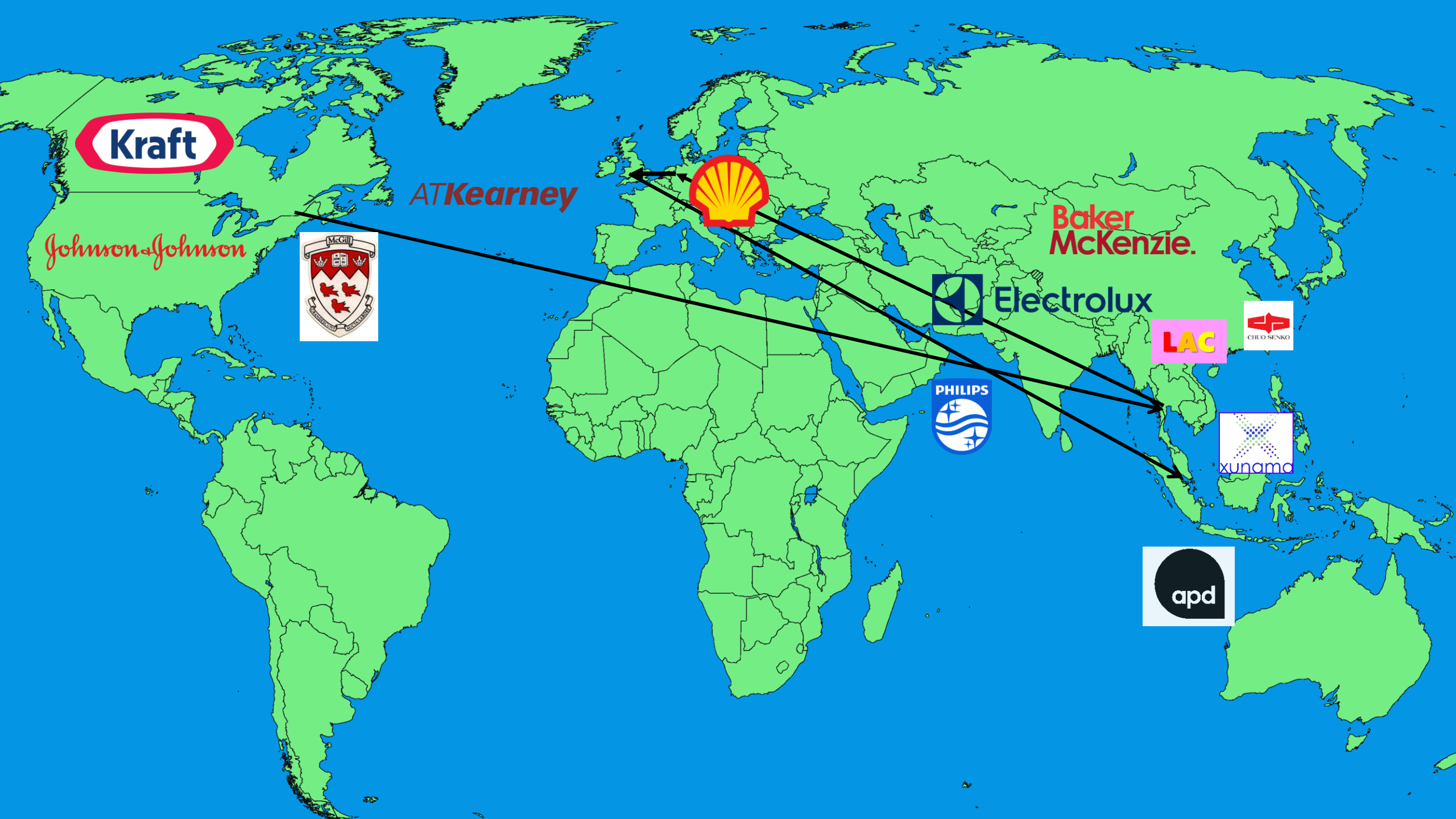


# 5 STEPS TO INNOVATION & CAREER MASTERY

Laura Ashton   Xunama   Singapore   September 26, 2019



Johnson & Johnson



AT&Kearney



Baker McKenzie.



Electrolux



PHILIPS

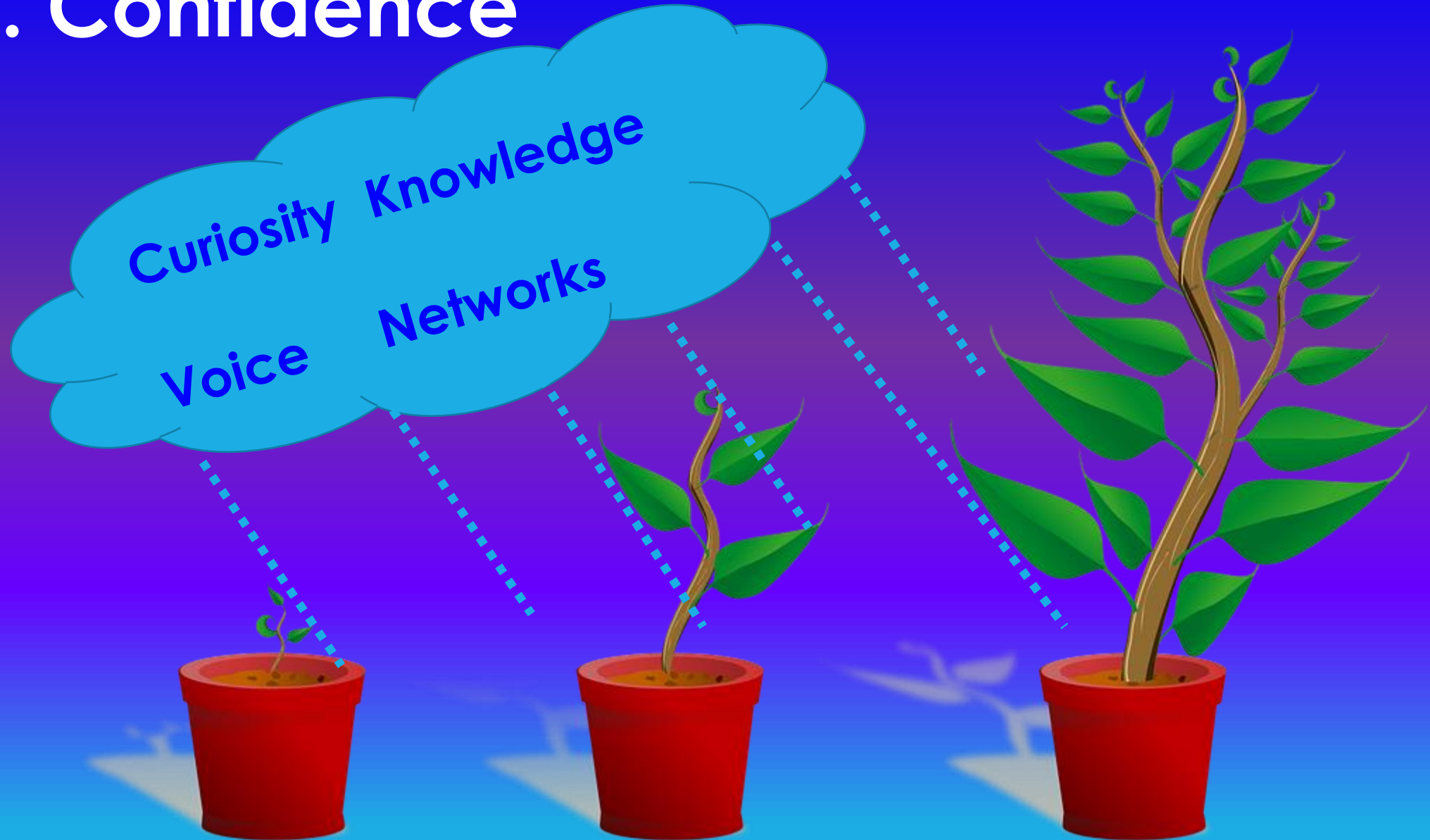


# Innovative, transformational ~~businesses~~

**You!**

1. confidence
2. strategic thinking
3. business analytics
4. entrepreneurship
5. inclusiveness

# 1. Confidence



# Effective & supportive networks

## Mentors

Generally one-way

Coach/offer criticism

Not necessarily in your industry

More than one

## Sponsors

Two-way

2+ layers above

Will advocate for you

You are highly reliable to them

Be coachable   Establish trust   Not transactional   Pay it forward!

# Brave boys, Perfect girls

They are taught to explore, play rough, swing high, climb to the top of the monkey bars—and fall down trying. They are encouraged to try new things, tinker with gadgets and tools, and get right back in the game if they take a hit. From a young age, boys are groomed to be adventurous. Research

how we've been trained. As girls, we're taught from a very young age to play it safe. To strive to get all A's to please our parents and teachers. To be careful not to climb too high on the jungle gym so we don't fall and get hurt. To sit quietly and obediently, to look pretty, to be agreeable so we will be liked. Well-meaning parents and teachers guide us toward

INTERNATIONAL BESTSELLER

*Fear Less, Fail More,  
and Live Bolder*

**Brave,  
Not  
Perfect**

*Founder and CEO,  
Girls Who Code  
New York Times  
bestselling author*

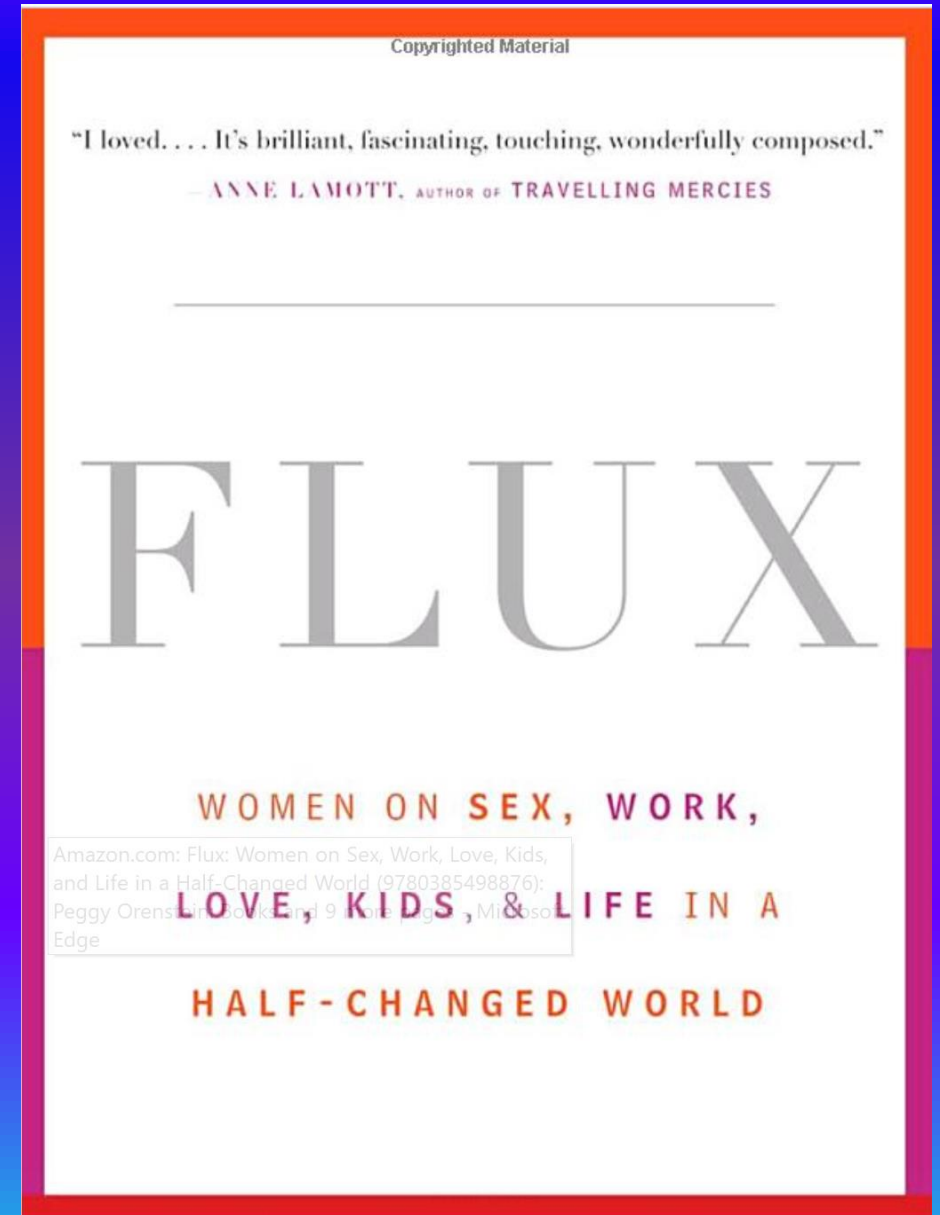
**Reshma  
Saujani**

## 2. Strategic thinking

Strategy =

what you WILL do

what you will NOT do



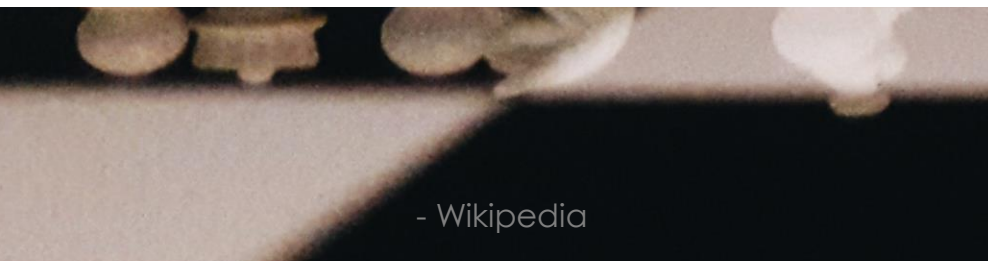
# 2. Strategic Thinking

## Business, strategic and financial acumen

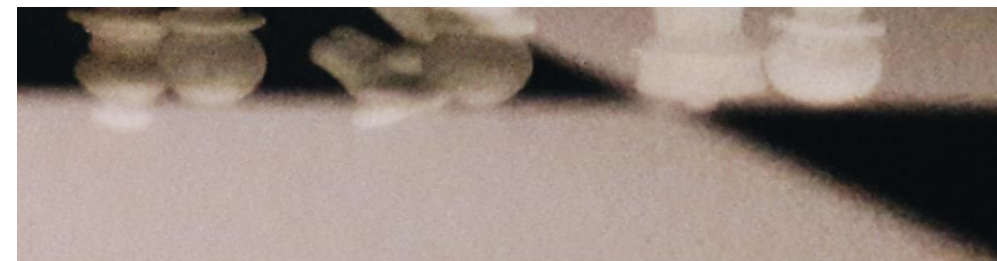
The **queen** is the most powerful piece in the game of chess, able to move any number of squares vertically, horizontally or diagonally.



My value-creation “T”

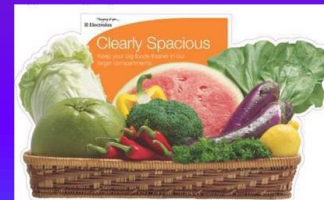


- Wikipedia





# 3. Business Analytics: qualitative



# 3. Business Analytics: quantitative



Women  
climb  
up only  
half  
the ladder





ASK Leading Women™

# NO CEILING, NO WALLS



*What women haven't been told  
about leadership from career-start  
to the corporate boardroom.*

**SUSAN L. COLANTUONO**  
CEO and Founder, Leading Women

**TED** Ideas worth spreading

# Unexamined mindsets

"I had 2 proteges - a man and a woman.  
I helped the woman build confidence  
and the man learn the business.....

I didn't realize I was treating them differently."

- a Senior Executive

# 4. Entrepreneurship

Visionary persistence

Commerciality

Agility

Change Agent

Meaningful innovation and the ecosystem

# 5. Inclusiveness

Laura Ashton - GAICD posted this



Post-It Power in North Korea: the stickiness of change

Laura Ashton - GAICD on LinkedIn  
November 28, 2018







# Innovative, transformational ~~businesses~~

**You!**

1. confidence
2. strategic thinking
3. business analytics
4. entrepreneurship
5. inclusiveness

Which of the 5 points is holding you back?

How can YOU help accelerate other women?

**Output:** one great, practical idea per table

<https://www.coursera.org/learn/gsl0kw>

Goldman  
Sachs

# 10,000 WOMEN

The course is now available online for female entrepreneurs worldwide.



Watch Video



OVERVIEW

EVOLUTION OF THE PROGRAM

MEET THE WOMEN

ENROLL NOW



# Message to my younger self

Know your USP and stay relevant

Acquire and build P&L experience

Embrace new technology, stay curious

Don't go it alone

# Kyay Zuu Tin Bar Tal!

Laura@Xunama.com



Laura Ashton

