



People in the News on page 4

PRESORTED  
STANDARD  
U.S. POSTAGE  
PAID  
BELLINGHAM WA  
PERMIT # 543

THE EASTSIDE'S AWARD WINNING BUSINESS PAPER!

# EASTSIDE BUSINESS

www.EastsideBusiness.com

All About Business on the Eastside

August 2007 Volume 3, No. 8

AUGUST 2007

EASTSIDE BUSINESS

7

## women in business

### National Survey Says People Watch TV on the Web

Good News for New Web TV Talk Show  
WhitneyandWyatt.com

According to a new study from Nielsen, an estimated 81 million of the 129 million people who access the Internet watched TV or movies, a 16% jump in consumption in six months. That's good news for two Puget Sound-based TV producers, Whitney Keys (Seattle) and Wyatt Bardouille (Redmond), both quit their corporate jobs and are betting their careers on the success of a new web-based TV talk show they created called WhitneyandWyatt.com. The show, a mix of "serious stuff and girly stuff" for women on the web, launched just over three weeks ago and already has over 20,000 hits.

"Before we launched our new TV show, we did our own online survey to figure out what was missing from women's favorite traditional TV shows and other forms of media," said Bardouille.

**What Women Want from TV and Other Media**

"Within a few days, Keys and Bardouille received over 800 responses. Women clearly had strong opinions about the media. The results were compelling."

"When we looked at all of the responses from our survey, most women wanted three things: a fix to social values, an understanding of their busy lives, and a need to be heard and have a voice in the media," said Keys.

"I see the same story over and over again and you never know what is media hype or the truth," said one survey respondent.

Keys and Bardouille decided to use the feedback from their survey to create a completely new, web-based TV show experience for women 25 to 45 years old.

CONTINUED ON PAGE 15.

### Seven Stumbling Blocks Holding Women Back in Business

By Lisa Quan

A Catalyst study<sup>1</sup> of more than 500 senior-level women and men from Fortune 1000 companies showed that both have equal desire to obtain a CEO position. Yet in 2006, there were a mere 10 female CEOs in the FORTUNE 500 and only 20 female CEOs in the FORTUNE 1000. What's holding women back from advancing to higher levels of business? Over a decade of coaching and mentoring women, I've spotted seven consistent behaviors that hold women back from achieving their career aspirations – barriers that can be immediately overcome and proactively managed.

#### Seven Barriers Women Can Overcome

**1. Fuzzy Aspirations.** If you don't know where you want to go, how will you determine how to get there? In just about any company, when I walk down a hall and ask a male employee what he wants to be doing in five or ten years, he almost always has a ready answer. Women generally do not.

*The first key to achieving your career success is to take time to clearly define your aspirations.*

**2. No Action Plan.** Why treat your job satisfaction and career advancement so lack of care? Having a clear plan in place will ensure you achieve your aspirations efficiently and quickly – just like using a roadmap helps you reach a destination.

#### Make a plan!

**3. Limited Experience.** In the eyes of general management women may lack the breadth of experience they feel is needed to advance their careers, even though in many cases women are

the primary financial decision-makers in their families. Why are women worse at taking on business positions where their skills could be put to use?

*Transfer operations and financial skills learned and used at home into the business world.*

**4. No Coach.** Most women tell me they hadn't really thought about hiring a coach or asking someone to be their mentor. According to a study at Sun Microsystems<sup>2</sup> those that participated in mentor/mentee programs were more likely to receive promotions and raises.

#### Get expert guidance and support.

**5. Not Managing Up.** Managing up is about how you earn the trust and respect of your manager by working together with that person to create the best possible working relationship. Managing up means taking responsibility for your job and working to establish a proactive and mutually beneficial relationship with your manager.

*Communicate needs, goals and ideas to the highest up.*

**6. Going It Alone.** Most women I meet don't think about networking as a key aspect to help them achieve their career aspirations. Networking is a great way to get to know people in your community, in your existing workplace, and in other businesses. It helps you expand your circle of friends, provides additional contacts for current and future job opportunities and helps create a solid support system as you move forward in your career.

#### Make new friends, allies and associates.

**7. Low Self-Confidence.** I once narrowed down all the applicants for a position to one male with less experience and not as much training

and one female who was both better educated and more experienced. However, the male was a stronger, more confident interviewee, while the female was timid and apologetic for being over-qualified for the position. Guess which candidate I hired? If you don't believe in yourself, who will?

*Stand tall and create your inner wisdom and expertise.*

For many, identifying these seven barriers will affirm existing beliefs, for others it will be an eye-opener. Regardless of your response, it's time to create a shift to increase the number of women in executive-level positions.

*Think forward to seeing you in the boardroom someday soon!*

Lisa Quan is a published author, certified executive coach, and the founder of Career Woman, Inc. (<http://www.careerwomaninc.com>), a Seattle-based international career development consulting company. Lisa's latest book, *How Career "You Will" Personal Strategies to Achieve Your Career Aspirations*, was published in January 2007 and offers a simple, step-by-step plan for increasing professional growth and maximizing job potential.

#### (Footnotes)

<sup>1</sup> *Women and Men in U.S. Corporate Leadership: Same Workplace, Different Realities*. Catalyst, 2004.

<sup>2</sup> *Sun Microsystems, Human Resources Report*, as quoted by Anne Fisher, *Fortune* senior writer, on March 15, 2007 at [www.cnnmoney.com](http://www.cnnmoney.com)