



Brooke Baker Spink
Chief Development Officer/Principal-
Baker Construction & Development, Inc.

- 35 years young
- Mom, Wife, General Contractor/Developer
- Loves in the workplace: Negotiating, Making Our Team Laugh, Being a part of something from “cradle to grave”.
- Please don’t bother me if I am: cooking/dancing, traveling with my family, watching trashy reality shows.
- I am: pretty much always late, extremely trustworthy, driven, blessed with a solid support system....



Me in 60 seconds

[Bonus Application Video about Brooke - YouTube](#)





“A Woman in a Man’s World”

Team – Baker Construction



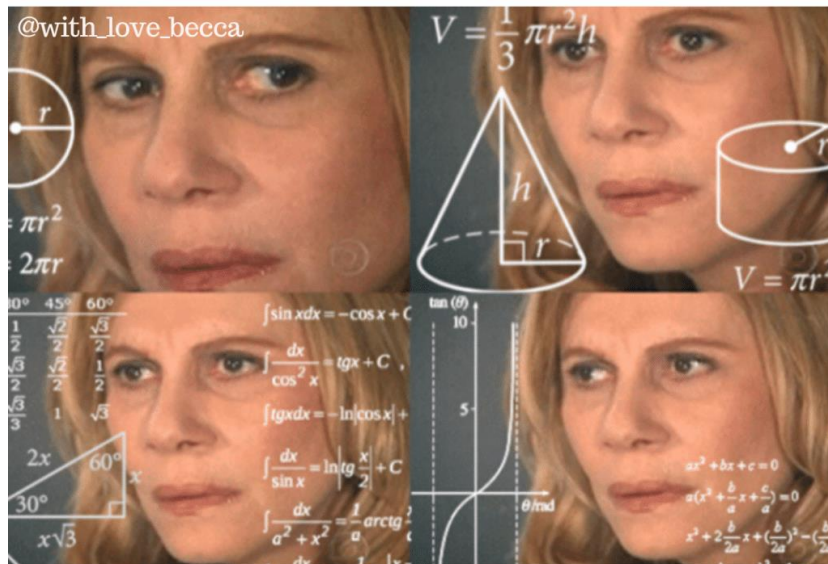


Changing the Framework... at **Work....** To Thrive and Lead as a **Woman**

You have special talents and gifts
because you are a woman- not
because you're trying to be "as
good as" someone else.....

How can we change the framework
and mindset by understanding what
makes you the best because of who
you are and what you bring?

Me, trying to figure out how to raise good people, build my career, practice self-care, do the laundry, and bake 3 dozen sugar free organic cookies by tomorrow:



Agenda

1. My journey so far
2. We're still not there yet
3. Changing the framework
4. The end..... Now go set the world on fire!

My journey thus far...

- How did I get here?
- What is it like working in a family business?
- What is it like being a female in the construction world?



My journey thus far...

- How did I get here?



My journey thus far...

What's it like working in the family business?



My journey thus far...

A female in the business ...

- “Colorful” comments have helped stoke the fire ;)
- Decision makers that have increased their gender diversity in the boardroom and are seeing terrific lift. Construction companies with gender diversity at their executive level are:
 - i. 25% more likely to achieve above average earnings
 - ii. Have a 48% likelihood of outperforming their least diverse competitor
 - iii. Are 33% more likely to have higher financial returns
- It is not uncommon for me to be the only female in a meeting.



My job today.....

- \$100,000,000
- 72 Employees
- 12 Western States
- Protect the mothership



Much of what I reference today.....

Sheryl Sandberg

Born: August 28, 1969

COO of Meta and Founder of LeanIn.Org

- One of Silicon Valley's most successful and influential women, known for executive positions at Apple, Google, and Yahoo!, and for becoming the first female member of Facebook's Board of Directors
- Author of numerous popular management books with feminist values
- Worked alongside Larry Summers at the World Bank, and later as his chief of staff at the U.S. Treasury Department



Lean In...

“Lean In, Seek Challenges, and
continue to pursue you career goals
without fear”

We're Still Not There

- Compensation
- Women's Performance
- Household Inequality

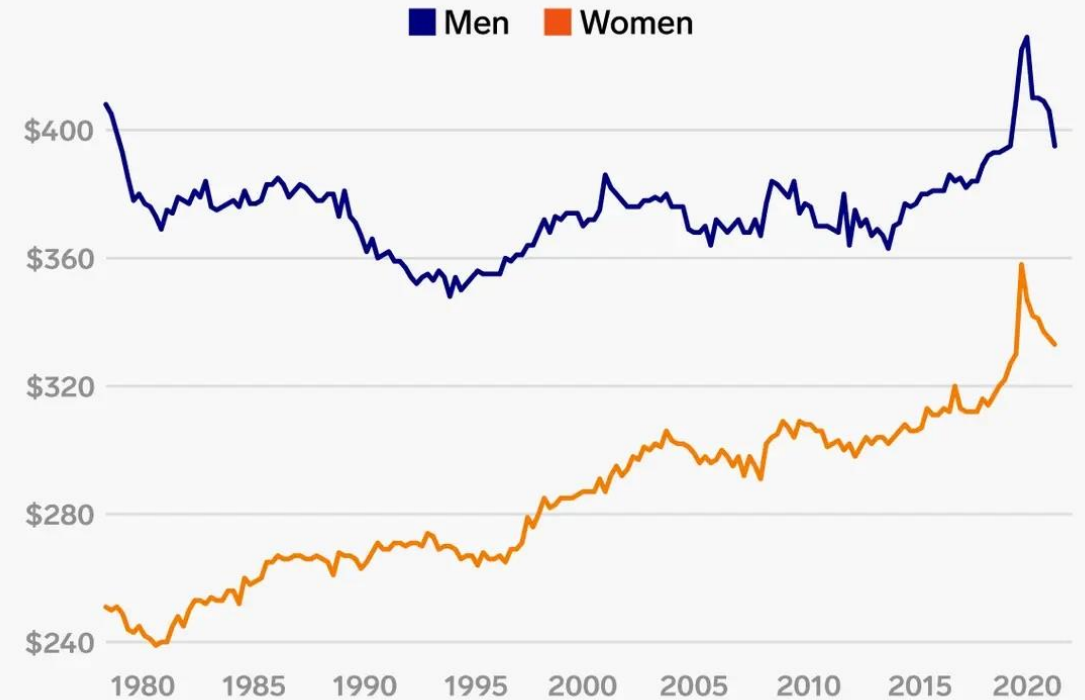


We're Still Not There

Compensation

- 1970- \$.59 vs. \$1.00
- 2020- \$.83 vs. \$1.00 (50 years to gain \$.24!!)
- Continued Consequences:
 - Continued Reduced Economic Output
 - Women exiting the workforce
 - Women are more likely to need public assistance (especially in older age)

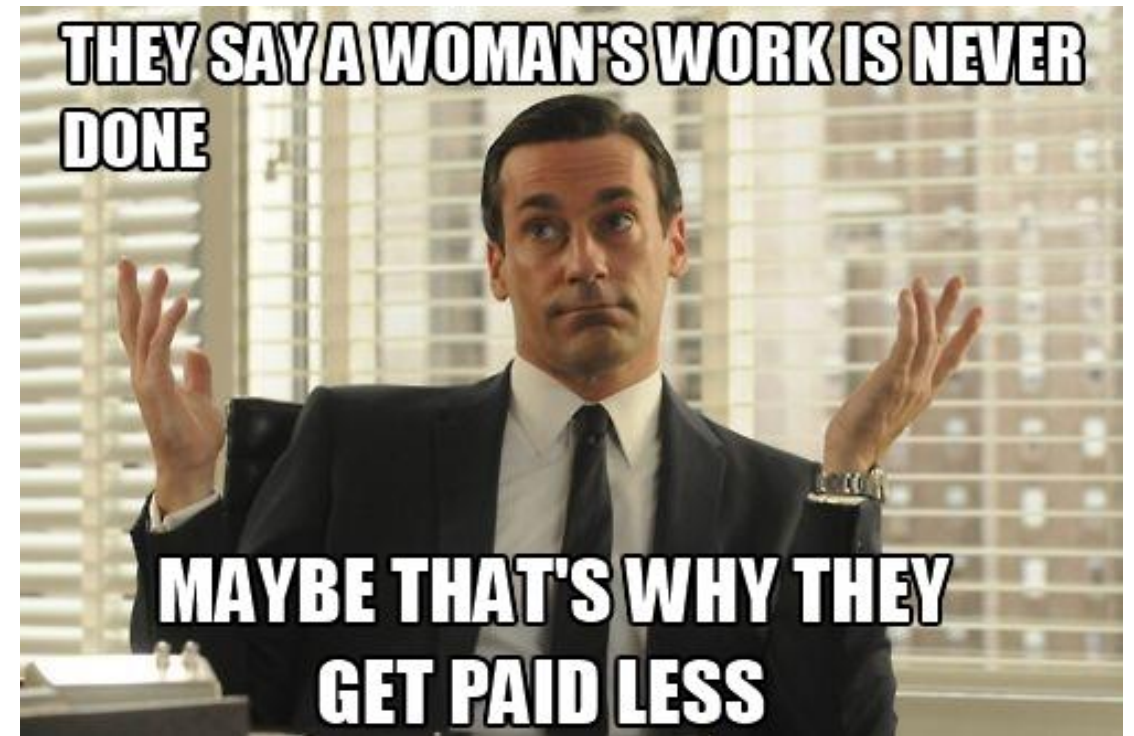
Median weekly earnings by gender



We're Still Not There

Women's Performance

- When asked to assess the performance and growth potential of otherwise equal employees, both men AND women discriminate against women!!!!!!!!!!
- Evaluators Dealing with Benevolent Sexism.
- We are all a part of this problem at times.



We're Still Not There

Household Inequality

When asked if they expected their spouse to step off their career track to raise the children:

- 46% of men said yes
- Compared to only 5% of women that agreed

Me, two margaritas deep on Mother's Day, watching my husband deal with the kids



We're Still Not There

Women are conspicuously absent from leadership positions....

- 20% of parliament seats are held globally by women
- 4% of Fortune 500 CEOs are women
- Academic Achievement doesn't match these numbers!!!:
 - 57% of all undergrad degrees are going to women
 - 60% of all masters degrees are going to women
- But the flood of confident women exiting their academic lives becomes a mere trickle when they reach the leadership/executive level... WHY IS THIS???

We're Still Not There

Women are conspicuously absent from leadership positions....

The "Leadership Ambition Gap"

- Women aren't expected to be ambitious and career oriented. Those that are get labeled as BOSSY or WORSE....
- Women feel early pressure to temper career aspirations.
- Men assume they can have successful home lives and fulfilling careers, yet society and media have told women they will eventually have to compromise.
- Women become discouraged and they exit the workplace to care for their children.



Rebecca Papin
@RebeccaPapin

...

Pilot (to my 5-year-old daughter a few days ago): Do you know you could be a flight attendant when you grow up?

5: I could also own the plane.

5:09 PM · 4/12/22 · [Twitter for iPhone](#)

20.4K Retweets **2,404** Quote Tweets

We're Still Not There

We must get comfortable talking about it!

- We are not complaining, being demanding, or seeking special treatment.....
- LADIES: Please raise your da\$% hand!!! Women are less likely to raise their hand in class ; (
- Kill the Queen Bee Theory: Only one woman could rise to executive status in the male dominated corporate environment.



We're Still Not There

The (internal) struggle is real....

- Imposter Syndrome
 - Feeling as though your skills and successes are fraudulent and soon to be uncovered.
 - Women tend to experience this syndrome more intensely than men and they underestimate their own skills.
- External Factors and how Men and Women describe them.
 - Men: Men blame external factors for their failures and boast that their own innate skills led to their success.
 - Women: Women credit success to external factors and blame THEMSELVES for failures.

We're Still Not There

The razor's edge of ambition and likeability

- Stereotypes aren't helping matters:
 - Men: Expected to be decisive and driven
 - Women: Expected to be sensitive and communal
 - A woman with a successful career violates her gender stereotype which is why likeability and career successes are positively correlated for men but negatively correlated for women.
 - Confident and ambitious men are praised whereas such women are described as pushy and not team players.
 - This is extremely unfair since likeability is such an important component for success.
 - Trying to fit into the gender stereotype makes you appear less ambitious and confident... thus you are dam#ed if you do, dam#ed if you don't.

Changing the framework

Get yourself to the moon....

- Women need to seize opportunities for advancement and make them work for them....
- Self doubt can cause women to forego career opportunities because they believe they are unqualified..... But we can't wait for the perfectly tailored position to pop up.
- Lean in and don't lean back.

If you're offered a seat on a **rocket ship**,
don't ask **what** seat.

- Sheryl Sandberg

Goalcast



Changing the framework

Some tips that have helped me....

- Entering a meeting:
 - Don't wait for the men to be seated in a meeting for you to find your seat. You've earned your seat!
- Tasks:
 - Try to avoid sexist tasks ie: fetching coffee, serving the food in a power lunch, etc. I am not above any task by any means!!!!
- Follow ups
 - Emails and handwritten thank you cards
 - Make notes in their contact in your phone about whatever you've learned about them
- Projections:
 - Mindful body language
 - Powerful handshake and eye contact
 - Smile and be relentlessly pleasant!!!!!!

Changing the framework

Practicing Authenticity & Likeability

SMILE!!!!!!

- Forcing a smile can actually make you happier (you release endorphins)
- Smiling relaxes you
- Smiling affects your voice and helps you control the volume
- There are 19 different types of smiles out there from overjoyed to polite all expressing different emotions.

BODY LANGUAGE MATTERS

VIXEN • DAILY
**27 BODY LANGUAGE TRICKS
TO BE INSTANTLY LIKEABLE**

 3. KEEP A STRAIGHT SPINE WHILE SITTING	 4. KEEP YOUR FEET HIP WIDTH APART AND BALANCED	 5. BREATHE DEEP TO THE POINT JUST BELOW YOUR BELLY	 1. STAND UP STRAIGHT AND RELAXED	 2. APPEAR OPEN AND UNDEFENDED <i>Keep your arms by your sides</i>
 8. SMILE AS YOU WALK INTO A ROOM	 9. OFFER A FIRM BUT GENTLE HANDSHAKE	 10. KEEP EYE CONTACT WHILE SHAKING HANDS	 6. MIRROR/MATCH THE OTHER PERSON'S POSTURE	 7. STAND STILL <i>Avoid fidgeting</i>
 13. KEEP YOUR NEUTRAL FACE A HAPPY FACE	 14. MAINTAIN EYE CONTACT WHILE SPEAKING TO SOMEONE	 15. USE A GENUINE SMILE	 11. SMILE WHEN GREETING SOMEONE NEW	 12. DON'T LEAN ON WALLS OR OBJECTS
 18. LISTEN CAREFULLY FOR WHAT "LIGHTS THEM UP" INSIDE	 19. TREAT EVERYONE LIKE A FRIEND UPON MEETING THEM	 20. NOD SLIGHTLY WHEN LISTENING TO YOUR PARTNER	 21. PERFORM A GENEROUS GESTURE UPON MEETING SOMEONE	 17. GIVE THE OTHER PERSON YOUR FULL ATTENTION
 23. USE A GENTLE TOUCH TO SYMPATHIZE AND CONNECT	 24. RELAX AND BREATHE EASY TO RELAX YOUR PARTNER	 25. KEEP YOUR SHOULDERS DOWN AND RELAXED FOR OPENNESS	 26. DON'T FOLD YOUR ARMS OVER YOUR CHEST	 27. STAND "SOLID" <i>Even weight on both feet</i>

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Changing the framework

Effective communication: Practicing Authenticity & Likeability

- Sometimes humor can be an effective way of broaching a difficult subject.
- Put yourself in their shoes and say aloud what you think their position is.... "I understand you're upset on this due to the fact that....."
- Speak on behalf of the group... "Our department had a great first quarter"....
- Be prepared and have metrics to back you up.
- Mention that a senior advisor encouraged you to have this conversation.

Hopefully, this won't last forever as powerful women become less of an exception so such acrobatics will no longer be required.....

Attract not Accost Mentors

- Women have become obsessed with finding a mentor but for good reason.
- “Go find a mentor so you can excel” but it needs to be the opposite of “Go excel so you can find a mentor.”
- Stats show mentors choose their proteges based on performance and future potential... so the whole “will you be my mentor” to a perfect stranger won’t work.
- It’s the relationship and degree of investment that counts. NOT THE LABEL.
- It needs to be reciprocated.
- Don’t waste your mentor’s time and expertise and don’t just meet to catch up or complain.

Changing the framework

Equal partnership at home!!!!!!

- To balance motherhood and a thriving career, a committed partner on the journey is critical.
- In US Households where both parents are employed full time, the mother still spends 40% more on childcare and 30% more time on housework than the father does!
- The Great Chore Audit Quiz time!



Changing the framework

Focus on what's important, not perfection

- What's helped me.....
 - Morning routine
 - Chore Schedule
 - Meal Prep on Sundays
 - Money Talks & Honey Do List on Saturday morning
 - Automate everything
 - Groceries delivered to my doorstep
 - Housecleaner every 3 weeks
 - Scheduled date nights
 - The Lazy Genius Podcast

THE LAZY GENIUS COLLECTIVE



Welcome to The Lazy Genius Collective!



I'm Kendra, and these are my people. I'm a wife and mom and all the regular things. I love it and sometimes I don't, and that's perfectly normal amen.

Like you, I've listened to everyone from neighbors to Dr. Oz talk about how I should live, how I should parent, and what swimsuit looks best on my body shape. (Answer: I like winter.)

Over the years, I've learned that if my worth is based on how well I do everything I *should*, then I am a terrible human being. So you know what I did? I quit trying so hard. And I started being a genius about the things that matter and lazy about the things that don't. It's the way to live, you guys, and I'd love for you to join me.

This is not a place where you'll get tips on how to do it all. The Lazy Genius Collective will tell you to *stop doing it all*. Living by a list of "shoulds" is exhausting and leaves zero extra time for just being a person and watching TV. And isn't that what we all really want?

Key takeaways

- Things are getting better for women but we need to all do our part to continue progress for women in the workforce.
- Don't lean away from opportunities. Bet on yourself and lean into them with a strong support system behind you.
- Prioritize what's most important to you. Don't strive for perfection.
- GIRL POWER!!!!!!

