

PULSE

Executive Women International brings together key individuals from diverse businesses for the purpose of:

- Promoting member firms
- Enhancing personal and professional development
- Encouraging community involvement

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Assertiveness

▪ Leroy Hamm

This article highlights the current Professional Development theme of Assertiveness.

Years of frustration from living in a "prison of passivity" led me to write this article. Saying "yes" to decisions and people when I should have said "no" left me living with some very negative consequences - in some cases for years afterward. The internal struggle of feeling powerless in some situations and of being tentative in circumstances that required honest, direct communication left me ultimately with a choice: Learn how to communicate more effectively, regardless of the different communication styles of others, or stay locked in my ineffective self-made prison. **I had to learn to be more assertive.**



Assertiveness is not just a skill; it is a mind-set. And it can be difficult to learn because living it is more of an emotional issue than a rational one - both for the aggressive and for the passive person. It is a matter of unlearning certain misconceptions and learning another way of looking at oneself and others. In a word, it is confidence.



The definition of assertion is getting or asking for what you want while showing respect for the other person. You can do this through your own personality. Sometimes introverts shy away from the idea of being assertive because they assume that to be assertive they must assume an "assertive" image. There is no assertive image. Assertiveness is a choice. But often the passive person has to break through certain misconceptions and give himself permission to do what needs to be done or said, even if it is initially difficult. The aggressive person will see assertion as soft peddling or sugar coating the real issue. In the short term, the aggressive person may get what he wants, but relationships are damaged in the long run with this behavioral style.

The assertive person gets to the "real issue" as well, but places the rights, feelings and opinions of others equal to his own. His language is direct but respectful. To an aggressive per-

son, he might say, "I want to hear what you have to say, but I'm not willing to be called names." Or, "When did you begin feeling that I don't care about the company?" Or, "Joe, that is an aggressive statement." The assertive person draws lines and establishes boundaries when necessary to insure his rights, feelings, and opinions are respected. For example, the executive assistant may say, "It would help me if you would give me a list of priorities of the items you have given me." Often an employee must also learn to manage his manager.



The character traits of the assertive person are respectful, fair, and honest. He is never demeaning. Conversation is professional, not personal. He attacks the problem instead of the person. (i.e., "We have a problem" versus "You have a problem.") He uses "I" language versus "you" language. ("I get frustrated because I can't do my job when you get these weekly reports in to me late.") He is honest and states what he wants to see happen as opposed to wasting time blaming and fault finding. He is sensitive to others while tough on decisions. Assertiveness is responsible. Rather than skirting or shirking the blame, the assertive person assumes and/or shares in making decisions and is there to take the consequences.



Whether you have an aggressive, passive or passive-aggressive behavioral style, you can ask for what you want, say what you feel, be true to yourself and have healthier relationships if you learn to relate to others in an assertive way. It is not easy to move into a more effective way of relating because old habits are hard to break, and the issue of confidence runs so deep. But the benefits are worth it. The reward of becoming assertive can be summed up on one word: freedom.

Leroy Hamm is the President of IHD Corporation, a Human Resources services firm which provides pre-employment assessments and management and team development seminars and programs. For more information, contact Leroy Hamm at 817.267.5251 or lhamm@ihdcorp.com.

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MEMBER ALERT

LCAM is right around the corner!
See page 4 for new updates.

Professional Development Teleseminar

EWI presents the second teleseminar of the "EWI - Self Portrait" series:

The Difference Between being Aggressive and Assertive: Women in the Workplace



The teleseminar will be held on Thursday, May 3, 2007, 7 pm ET and will help us examine our behavior in the workplace and learn how assertiveness can help us become more effective communicators.

This teleseminar, as with all our Professional Development Teleseminars in 2007, will be presented by EWI of Hampton Roads Chapter President, Marie Ringler. Marie represents

member firm Dale Carnegie Training whose materials and instruction she will draw from to present this teleseminar.



This Professional Development Teleseminar is open to all employees of EWI member firms. Please plan to join us for another insightful and well-presented teleseminar by Dale Carnegie Training.

To view a list of and purchase previous EWI teleseminar CD recordings (\$5 each or 3 for \$12), visit the online EWI Merchandise Shoppe.

For more resources on this teleseminar theme or to register, visit the Leadership Link at executivewomen.org.

PRESIDENT'S MESSAGE

EWI Matters...



occurs every time we come together to share a learning experience.

On March 31, it was my privilege to travel to Chattanooga to attend the Academy of Leadership event conducted on campus at The University of Tennessee at Chattanooga. The campus in Chattanooga was impressive, and a great location for our event. Then in April, I joined Academy of Leadership Alumni for the 2007 Leaders Summit in the history-rich city of Philadelphia. The programming was awesome, the city inspiring, and the alumni group remarkable.

These are just two examples of the many educational opportunities available through membership in EWI. Each opportunity is enhanced and enriched because the experience includes exposure to exceptional speakers and interaction with impressive and influential members of this organization. This is part of the "EWI Experience" and it

It will happen again on May 3 when EWI presents the second in our four-part "EWI - Self Portrait" teleseminar series hosted and presented by member firm Dale Carnegie. It's not too late to register. You will find more information about the teleseminar in this newsletter and on our website.

Professional development matters...so I encourage each one of you to take advantage of the many educational opportunities EWI has to offer as they will benefit your career, keep you marketable and promotable, and return value to your firm. Don't miss an opportunity! ■

Your 2006-2007 Corporate President,

Judy Russell
ONEOK, Inc.
EWI of Tulsa

EXECUTIVE DIRECTOR'S MESSAGE

"A conversation with one person can spark an emotion, solve a problem, or heal a wound." (from the Academy of Leadership: *The Power of the Diverse Communicator*)



communication pitfalls. All this, while enjoying the network of EWI. **That's powerful!**

The commitment of EWI women to improve their skills is impressive.

Although conversations are so useful, they are still one of the hardest things we have to do in our personal and professional experiences. Improving conversations and communication skills is one thing that a group of dedicated EWI women did by attending the Academy of Leadership on Tour in Chattanooga. Lori Giovannoni (a long time EWI member and partner) presented *The Power of the Diverse Communicator* module and during this full day of learning, the challenges and rewards of communication were discussed. Participants shared stories of conversations gone awry as well as conversation victories.

Participants left with an improved sense of how to embrace their communication strengths and avoid common

EWI is committed to professional development. EWI consistently offers diverse opportunities for its members to grow in skill and learning including a new Leadership Link theme on being assertive.

"Assertive behavior stems from confidence and self-control, while aggressiveness shows a lack of these qualities. People who possess assertiveness skills achieve success through teamwork and cooperation, while aggressive individuals try-and often fail-to get results through intimidation." (AMA)

I encourage you to take advantage of EWI resources and continue to build your communication skills. Happy Communicating! ■

Suzette Smith
Executive Director
EWI Corporate Office

Strategic Planning Matters...

Responses and findings from the Strategic Planning process will be reviewed by the Corporate Board at its June Board meeting. The outcome of the process, as previously reported, will be initiatives that can be developed and implemented in the next few years. A complete report will be made to the membership at the Leadership Conference and Annual Meeting in Houston this September. **Your participation in the process is very much appreciated and of great value.**

Here's a sample of what we learned from the Chapters that responded to our first survey. These Chapters and their members represent a broad cross section of our overall membership.

Do you think it is time to review our name?

74% of the responding membership said no.
26% of the responding membership said yes.

Do you think that it is time to update the EWI mission statement?

77% of the respondents said no.
23% of the respondents said yes.

Do you agree that EWI is diverse?

13% of the respondents said no.
87% of the respondents said yes.

Do you agree that the non-compete clause is a valuable tool for membership recruitment?

31% of the respondents said no.
69% of the respondents said yes.

Did your firm join EWI because it is a non-compete organization?

57% of the respondents said no.
43% of the respondents said yes.

For complete results, contact the EWI Corporate Office.

Springing into Membership in 2007

Spring has arrived and the membership seeds that you planted earlier in the year are starting to bloom with new member applications arriving in the EWI Corporate Office daily!

Plus One Goal - For each Chapter to have one more firm on June 1, 2007, than it did on October 1, 2006.

AWARD: Each Chapter that achieves Plus One by June 1, 2007, will receive one free registration to the Academy of Leadership, a \$199 value, to be used at the Chapter's discretion.

ACHIEVED: So far the following Chapters have reached their Plus One goals - Chattanooga, Minneapolis and Pomona Valley. (Chapters on the threshold: Chicago, Harrisburg, Kansas City, Oklahoma City and Philadelphia.) Congratulations!

Membership Campaign Top Recruiters - The race is on and we are in the home stretch. At this time, we have a tie for first place, with Carolyn Stringer (EWI of Chattanooga) and Tracy Edwards (EWI of Tacoma) having each recruited four new member firms. Trina Butler (EWI of Dallas) is running very close with three new member firms. We also have 16 recruiters who have two new member firms to their credit. Let's keep up the momentum and close those sales!

As you continue to pursue new member firms, don't forget about the resources available from the Corporate Office, including the Membership PowerPoint presentation and CDs of membership teleseminars. **(continued on page 4)**



Academy of Leadership on Tour Travels to Chattanooga, Tennessee

*Peggy Quinn
Education/Professional Development Director
The University of Memphis
EWI of Memphis*

PARTNERSHIP SPONSOR



PREMIUM SPONSOR



The Academy of Leadership on Tour traveled to EWI member firm The University of Tennessee at Chattanooga (UTC) on March 31, 2007. Dr. Roger G. Brown, UTC Chancellor, partnered with EWI to bring this special event to his campus. The roaming hills of Chattanooga, Tennessee, provided a picturesque setting for the one-day workshop entitled *The Power of the Diverse Communicator*. Lori Giovannoni, professional speaker and author, delivered an energetic and interactive professional development experience to all in attendance. The diverse audience, representing 16 EWI Chapters and multiple firms, learned leadership strategies and skills to communicate effectively. The Chapters represented were as follows:



Academy of Leadership Attendees

- Albuquerque ♦ Atlanta ♦ Birmingham ♦ Chattanooga ♦ Huntsville ♦ Jackson ♦ Little Rock ♦ Memphis ♦ Mobile ♦ Montgomery ♦ Portland ♦ Richmond ♦ Saint Paul ♦ Shreveport-Bossier City ♦ Tulsa ♦ Wichita**

Judy Russell, EWI Corporate President, opened the workshop by welcoming attendees, recognized our sponsorship firms and in-kind sponsors, and provided a capsule overview of Academy of Leadership history. Suzette Smith, EWI Executive Director, Audrey Puko, Corporate Secretary Treasurer, and Peggy Quinn, Corporate Education/Professional Development Director were also introduced. Dr. Roger G. Brown

addressed Academy of Leadership attendees at the luncheon and acknowledged his Administrative Coordinator and EWI representative, Barbara Verhine. He commended EWI on its efforts to provide personal and professional development and leadership opportunities for its membership. Academy of Leadership on Tour participants used the luncheon hour to network and patronize the EWI Merchandise Shoppe. Door prizes were awarded by EWI of Memphis President Krissie Heuer, courtesy of EWI of Memphis. President Russell and Director Quinn concluded the leadership event by awarding certificates to all workshop graduates.

Accolades go out to Nancy Harrison, EWI of Chattanooga Chapter President, and her committee for its coordination efforts in supporting this Corporate-sponsored event. EWI of Chattanooga hosted a social on Friday evening for all attendees. On Saturday evening, a celebration party at the Signal Mountain home of Nancy Harrison marked the close of the Academy of Leadership on Tour in Chattanooga. Michelle Squire, EWI Education Services Coordinator, was recognized for her outstanding efforts in making Academy of Leadership on Tour in Chattanooga a journey to remember! ■

Thank You.... to our Patron and In-Kind Sponsors: Chattanooga State; Fletcher Bright Company; Tennessee Valley Federal Credit Union; Dr. Bill Stacy, Headmaster, Baylor School; U.S. Xpress Enterprises, Inc.; A&I Travel; Afila; Bi-Lo; Barge Waggoner Sumner and Cannon, Inc.; Blush Magazine; Business Equipment Center; Captivating Interiors; Chattanooga African-American Chamber of Commerce; Chattanooga Bakery; Chattanooga Coca-Cola; Curves; Deloitte & Touche; Derryberry Public Relations; Destination King; Diversified Companies; Enterprise Rent-A-Car; Erlanger Health Systems; FedEx Kinko's; FedEx Worldwide Services; Miller Martin PLLC; NOI Corporate Connection; Tastefully Simple; The Chattanooga; The Concerge Level; The Krystal Company; The University of Memphis; Unique Gifts & Promos; Wabash Trailer Sales, LLC; Walden Club.



The Pursuit of Leadership

**LEADERS SUMMIT
PHILADELPHIA, PENNSYLVANIA
April 26 - 28, 2007**

The historic Union League was the perfect setting to hold the Opening Reception of the 2007 Leaders Summit in Philadelphia. Founded in 1862 as a patriotic society, the Union League has hosted U.S. Presidents, heads of state, and visiting dignitaries since the time of Abraham Lincoln. On Thursday, April 26, 2007, it hosted a unique group of EWI Leaders: the Academy of Leadership Alumni.

During the Opening Reception, alumni were able to network with EWI representatives from across the organization. The network was enhanced by the presence of Philadelphia Chapter members. The reception also created the perfect opportunity for prospective members to learn about EWI by meeting committed EWI members and hearing their inspiring stories about the organization.

Friday's professional development began with two dynamic speakers. Lorraine Cohen spoke to the group about Leadership Mastery, teaching everyone in a very interactive session that leadership contributions are crucial to your organization's suc-

cess. Molly Shepard shared her hard-won wisdom about the roadblocks that keep women from reaching the top of the corporate ladder and shared secrets from her book "Stop Whining and Start Winning."

Saturday brought Lead Star to instruct the group. Lead Star is made up of two unique women: Courtney Lynch and Angie Morgan, who are former Marine Captains. They teach the lessons they learned about leadership in the Marine Corps to women around the United States.



**Academy of Leadership Alumni
at the Crowne Plaza Hotel
in Philadelphia**

Their half-day session focused on why being a leader is important, what the title "leader" really means, and practical ways to improve one's leadership skills. They left a resounding message with the group, as well as their book, "Leading from the Front."

Leaders Summit was a great leadership experience for all who attended. ■

*Suzette Smith
Executive Director
EWI Corporate Office*

60th Leadership Conference & Annual Meeting

Come to the 2007 Leadership Conference & Annual Meeting in Houston!

September 27-29, 2007

It will be an **energizing** experience you won't want to miss! Here is a preview of what you can expect.

Thursday, September 27

Our Opening Reception will be a big Texas-style welcome party hosted by **EWI of Houston**.

Friday, September 28

Opening Breakfast speaker **Simon T. Bailey**, an internationally known author and consultant, will speak to us on how to release our brilliance. Simon's mission is to help people find their passion, take action, and make their lives, their organizations, and ultimately their societies, better and more productive.



Simon T. Bailey

Dr. Janet Lapp, one of North America's most in-demand presenters, will be the featured speaker at our Leaders Luncheon. Dr. Lapp delivers powerful messages that are high-impact, humorous, and intended to turn fast change into competitive advantage. She is known for her endless humor, energy and ability to connect with audiences.



Dr. Janet Lapp

The Plenary Session will feature the ever-popular **Times Four** program, a high-energy presentation that will have us laughing while learning about the four generations in the workplace.



Joe Marloti presents "Times Four"

Career Tracks will be presented by **Laura Stack**, President of The Productivity Pro®, Inc., who will speak to us on personal productivity topics such as time management, work/life balance, email control, office organization, stress reduction, information overload, and concentration.



Laura Stack

EWI of Houston
LCAM 2007 Visionary Sponsor
ewihouston.org

Sheila Robinson, member-EWI of Milwaukee and founder of Lake Calm, Inc., will speak to us on "Inspired Leadership," including topics such as unleashing people's potential, nurturing a team environment and creating a winning attitude.



Sheila Robinson

Academy of Leadership Programming

Academy of Leadership Modules *Professional and Volunteer Leadership* and *The Leadership Experience* will be offered in Houston. In addition, we will offer a new module titled *Servant Leadership*, presented by **Dr. Shann Ferch** from Gonzaga University- EWI of Spokane. The *Annual Alumni Experience*, for Academy of Leadership Alumni only, will feature a full day of professional development sessions, one of which will include speaker **Jon Gordon**, America's Energy Coach and author of the "Energy Bus."



Dr. Shann Ferch



Jon Gordon

Partnership opportunities abound!

EWI offers a variety of partnership opportunities for this 60th LCAM. It is the perfect opportunity to showcase your firm or Chapter at EWI's premier professional development event. All member firm representatives will soon receive detailed information via email. We will work with our partners to customize a benefit package that is a "perfect fit" for the firm.

More details about our 60th LCAM experience will be included in the registration brochure you will receive in early June. ■

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Legal Matters

Don't miss the upcoming teleseminar presented by
EWI Legal Counsel Dennis Astill
June 7, 2007, 8 pm ET

Details coming soon from the Corporate Office

(continued from page 2) Remember, membership is everyone's job, not just the Membership Director and Membership Committee. If you don't feel comfortable selling EWI but know of a quality firm that would benefit from membership, pass that lead along to your Membership Committee.

During the month of May, we will update you weekly with reports on Plus One achievement and the recruiter's race. **We thank you for your commitment to making 2007 the best year ever for your Chapter! ■**

Louise Anderson
Membership Director
Maurice H. Joseph, Inc.
EWI of Jackson

Carolyn Summerlin
Membership Priority
Program Director
Ruddick Corporation
EWI of Charlotte

Dates to Note:

PRESIDENTS CAUCUS
Houston, TX September 25-26, 2007

2007 LEADERSHIP CONFERENCE
& ANNUAL MEETING
Houston, TX September 27-29, 2007

2008 LEADERSHIP CONFERENCE
& ANNUAL MEETING
Palm Springs, CA September 18-20, 2008

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Email ewi@executivewomen.org
or call 801.355.2800.

PULSE Editor: Michelle Squire