

UNWRITTEN RULES

A GUIDE FOR WOMEN IN TECH

KNOWLEDGE | DIRECTION | RESOURCES

SABRINA SHAFER & JILLIAN KAPLAN

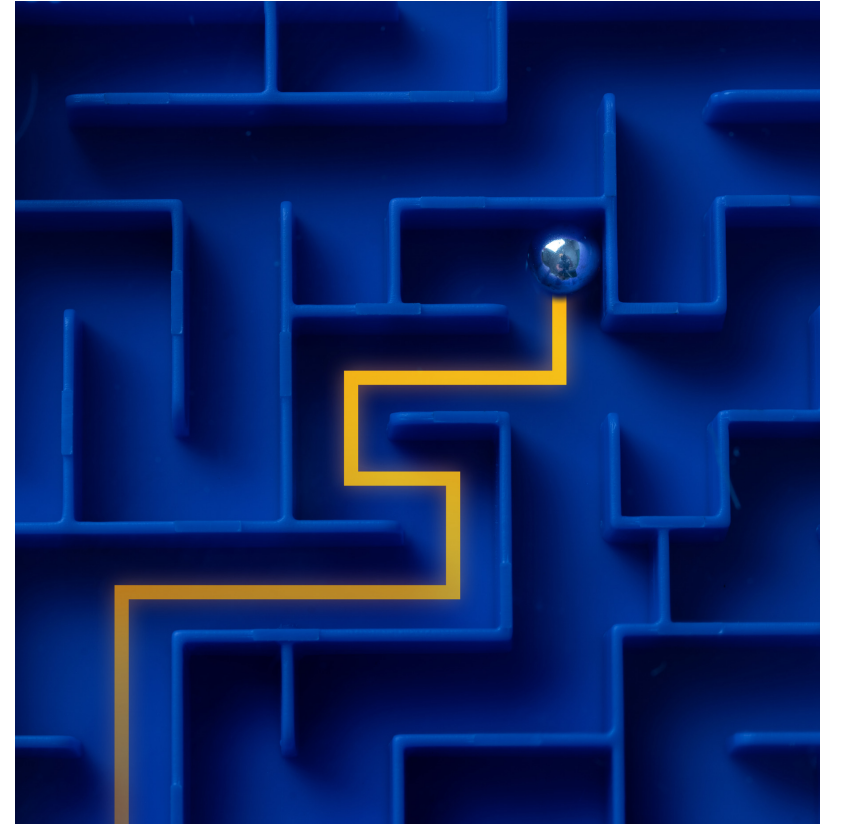
THE INSIDE SCOOP



04 LETTER FROM
THE TEAM



05 THE ART OF
THE SUBTLE
BRAG



09 NAVIGATING
INAPPROPRIATE
ADVANCES



14 OWNING YOUR
CAREER




16 GETTING BACK
INTO THE
WORKFORCE



19 FINDING YOUR
CHEERLEADER

WANT MORE? FOLLOW US





**DON'T LEAVE
LIFE
UP TO
CHANCE.**

**NAVIGATE
STRATEGICALLY.**



transformation
CONTINUUM

TransformationContinuum.com



We believe everyone has influence.

Everyone has purpose.
When you come to the table
with that mindset, all of a
sudden you're solving
problems differently.

A MESSAGE FROM



transformation
CONTINUUM

Hi Wonderful,

We know this is an extremely pivotal time. Now more than ever, women have unbearable demands on them and consequently are often pushed out of the workplace. But fortunately, women are tough, resourceful, and down-right brilliant!

To help your journey, we've truncated the absolute must-know information for women in tech. Whether that means you're re-entering the workplace, just entering, or anywhere between- we've thought of the top resources and info for you!

As always, we encourage you to comment, network and to reach out to us with questions. Be sure to check us out online regularly and subscribe to the YouTube channel to stay updated on what you need to know.

Great things ahead,

*Talk soon!
Sabrina & Team*

Sabrina Shafer, CEO & Board Member

info@TransformationContinuum.com | TransformationContinuum.com



WHAT YOU NEED TO KNOW

THE ART OF THE SUBTLE BRAG

Interview with Jillian Kaplan, Telecom + 5G Thought Leadership
@ Dell Technologies

Sabrina Shafer
Jillian Kaplan

Turn your
mess into
your
message.

As women, we can really struggle with the subtle brag. Possibly because we're taught to be humble or not show off, or possibly because we just haven't been taught yet. Either way, one of the unwritten rules for women in IT is the art of the subtle brag.

I'm a big believer in rising by raising others. I think women worry that if they brag, they'll make someone else feel bad.

Comparison is the thief of joy. To master the art of the subtle brag, women in IT have to leave comparison behind. There is always someone who you **think** is better than you, but *you* are your only competition. Frankly, having a strong sense of self and confidence is a must-have for women in IT and subtle braggers.

The first part to mastering the art of the subtle brag is understanding the human psyche. That is, people innately want to cheer for someone. And we want to be supported. By sharing our own accomplishments, you can inspire someone else.

In other words, you're not saying "Look how awesome I am." You're saying, "I did this, and you can do it too." How powerful is that?!

When doing a subtle brag, the key is to share your accomplishment but also using it to inspire someone else. You're taking your mess and turning it into your message.

To do the subtle brag successfully, you have to get over yourself. Punch fear in the face and share authentically. Get over the fear of being judged. We are so afraid that someone is going to think poorly of us if we say something that makes us look good. By focusing your intentions on inspiring others, you will inspire through being your authentic self (at least to the right people).

An important component to the subtle brag is being vulnerable about why this is important to you. Vulnerability is what hits home with people and is absolutely key to a subtle brag!

Happy Bragging!



You're not saying "Look how awesome I am." You're saying, "I did this and you can do it too."

- Jillian Kaplan



For more, go to transformationcontinuum.com/insights

BREAKING DOWN *the Subtle Brag*

Make yourself stand out in a noisy digital world:

SHARE YOUR CHALLENGE

Why was this a challenge for you?



SHARE YOUR ACTION

What did you do to overcome this challenge? What action did you take?

SHARE YOUR RESULT

What results did you get?



SHARE INSPIRATION

Inspire others to do the same, leave people with a feeling & evoke an emotion.

TOP TIPS TO MASTER THE BRAG



In my subtle brag here, I was excited because I had applied for an executive program when I wasn't an executive. So I used the language "I took a chance..." because that's truly what I did. And, more importantly, the fact that I was successful at taking such a huge risk meant a lot. Vulnerability is what hits home with people and is at the center of the subtle brag.

So, here's a simple way to get started:

1. LIST YOUR BIGGEST ACCOMPLISHMENTS.

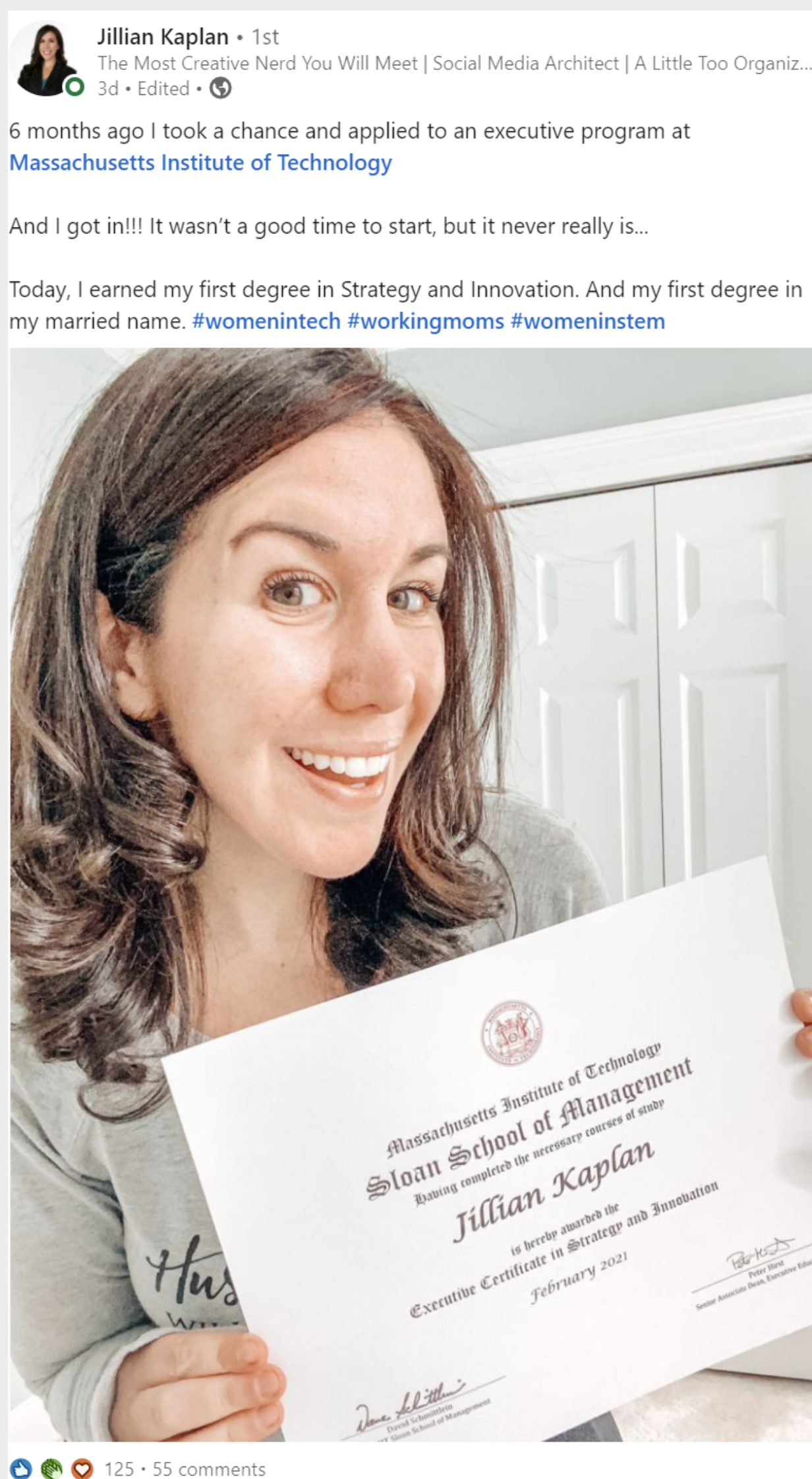
Ask yourself *why* you accomplished them. What could be inspiring about that? By sharing your biggest accomplishments, including the *why*, is incredibly powerful.

2. EMBRACE YOURSELF. YOU'RE NOT YOUR COMPANY.

No one wants to look at a company bot. Besides, the most important thing you can be is authentic. You are not your company. Embrace yourself. And write in your voice – don't write in the voice of your company or someone else's voice. Share your own story.

3. BE AUTHENTIC. SHARE YOUR STRUGGLES.

You can't always show up speaking about a win, that's not real life. Talk about why something was hard and how you overcame it. Again, through the lens of helping. Take your mess and turn it into your message.





WHAT YOU NEED TO KNOW

NAVIGATING INAPPROPRIATE ADVANCES

So many women in tech have been there: The moment you get approached inappropriately by a man in the workplace.

The key is knowing what to do about it.

The story is all too familiar. Jasmine is at a pre-COVID technical conference and eating dinner at the hotel bar. She catches eyes with a male colleague (let's call him Jim) and says "hi." He asks if he can join her. Since it's typical to eat or grab drinks together in the IT industry, she gladly welcomes him over.

The two sat side by side at the bar, and Jim orders drinks. The next thing he said to her nearly knocked Jasmine over.

Looking straight at her, as if this was just part of the casual “crazy weather we’ve been having” type conversation, and says “you know, I didn’t bring my wife on this trip. We could go out.”

“I played it off and was kind of laughing, trying to brush it off. Didn’t think too much of it because I didn’t know any better.” Jasmine later explained. His behavior didn’t change. Jim made several more comments on that trip, to which Jasmine just brushed off.

“When I got home, he started following me on Instagram, which was fine but then he started sending private messages about his wife being on a girls trip and wanting to meet one-on-one. I told him to stop messaging me. He didn’t apologize or say anything. It was like it was a normal part of his day.

That’s when I realized this was a common experience for him and he wasn’t going to stop without someone speaking out.” That day, Jasmine filed an HR report.

80%
of Women in IT
report being
inappropriately
pursued by a male
counterpart in the
workplace.

Turned out Jim had two other HR reports filed against him. At first Jasmine thought ‘I hope he doesn’t think I’m *that* kind of woman who would sleep with a married man.”

The reality is, this had *nothing* to do with Jasmine.

"When we speak up, we are not just protecting ourselves, we are saving other women."

As women in IT, we have to understand that there are people in the industry that will overstep the line. More importantly, there are people who will apply severe pressure or be relentless despite your most gentle let downs. And that's where the lesson lies: remember, we are saving other women when we speak up.

You can't make an assumption that the other person understands you—passive rejections to these type of people is effectively a pass to keep going.

Without clear language, we assure you, they will assume you like them.

So, what should women in technology do? Simply put, be honest and be very clear that you are not interested in the other person.

Once you've told the person how you feel, let it sit there. A great mentor of mine once told me, "there comes a time in a negotiation when the next person who speaks loses."

This is your time to stand firm. To win in IT as a woman, you have to learn when to speak up and when to speak out.

For more, go to:
TransformationContinuum.com/Insights

Or email: info@TransformationContinuum.com

HOW TO SPEAK UP



No doubt women in IT must know (if you didn't already) that the world we live in still has people who will pass the line beyond harmless or invited flirting. That's the reality.

Fortunately, you have options if that happens:

1

BE CLEAR & DIRECT

Shut them down clearly and let them know the repercussions. You don't need to apologize or feel anything put powerful.

2


MAKE A RECORD

Keep things in writing (text message, DMs, email). Then print them physically out and keep a folder.

3

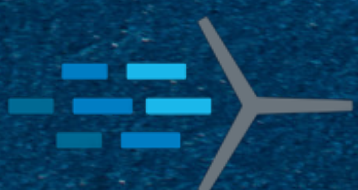
FILE AN HR COMPLAINT

Don't be afraid to speak to HR and file a complaint. Remember, most are repeat offenders; so by standing up for yourself, you're protecting others.



"THE
HARDER
I WORK,
THE
LUCKIER
I GET."

OWN YOUR FUTURE.



transformation
CONTINUUM

FUNDAMENTALS

TO OWNING YOUR CAREER IN 2021

.....

1

Invest in Yourself.

It's something we instinctually know, yet often do not do. That is, investing in ourselves. Narrow down 1 thing you can do this week to get closer to your overall goal. Now, block out an "Investment Block" in your calendar and do not move the time.

2

Listen to Your Gut.

We all know the saying "trust your gut" but all too often we don't listen to it, even when we know it's right. In business, the best decisions and most innovative solutions come from unconventional people who didn't follow "the norm." Why treat your career (and your sound sense of judgement) any different?

3

Know Your Value.

It's easy (well, in the short-term) to let someone else define our value. But the reality is, it's very rare that others can see all that we have to offer. So, we get undercut and undervalued. If you don't fully realize and own your value, no one will! So, want an amazing career in 2021? Know your value.

Top 5 Things Every Woman in Tech Needs to Know

1

There will always be arrogant jerks. Ignore them.

2

There will also be amazing advocates & mentors. Find them.

3

About 90% of people have "imposter syndrome" and it's totally fine.

4

You don't need a degree or certification to be in IT.

5

You should always be learning. There are a ton of free resources (check out our favorites on page 17)!

Getting Back into the Workplace:

QUESTIONS TO ASK



1

How did they treat you in the interview?

If your future employer treats you terribly during the interview process or doesn't value your time, this is a huge red flag!

2

Do you like the location you'll be working in?

In today's market, you can work anywhere you want. So why settle for a career where you aren't happy? Understand where you work best and ask for it.

3

Is the title right?

The only person thinking ahead for your career is you. Before accepting a role, consider if you're comfortable with the title of the position. Does this align with where you'd like to take your career?

WOMEN IN IT RESOURCES



PERMISSION TO FEEL PODCAST W/BRENE BROWN

Emotional literacy affects everything from learning, decision making & performance. A great listen to being your authentic self!



GET AHEAD AT WORK: FINDING YOUR CHAMPION

A must watch Ted Talk by Carla Harris on exactly how to find and utilize a champion in the workplace.



ASK BETTER QUESTIONS & TALK TO ANYONE

Women in IT must excel at asking meaningful & powerful questions, whether at an interview or client meeting. Great resource here!



FEAR IS MY HOMEBOY

Learn how how to slay doubt, boss up, and succeed on your own terms. Now, who doesn't want to master that?!

GREAT MENTORS

Having internal mentors within your organization is critical, particularly in navigating work-specific challenges and opportunities. Additionally, it's equally as important to have an external reference point and mentor.

Here are some of our favs:



PAMELA KUDLICK



pamela@cornerstonecoachllc.com



bit.ly/PamelaKudlick



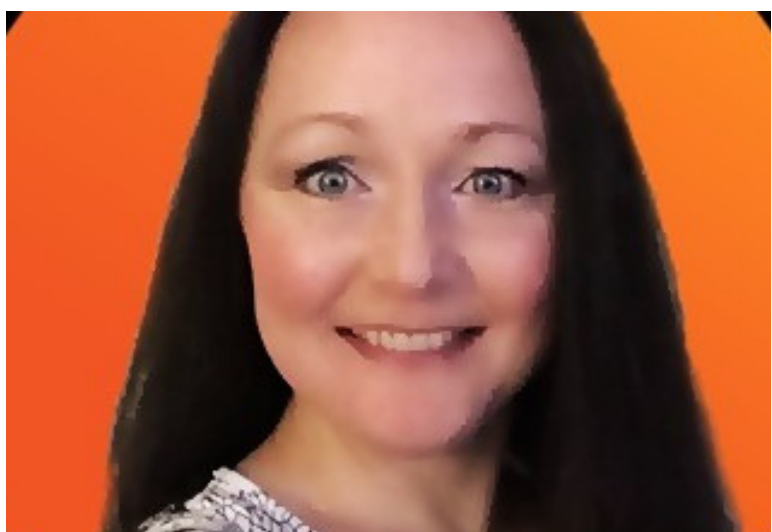
JILLIAN KAPLAN



jilliangerone@gmail.com



bit.ly/JillianKaplan



EUGINA JORDAN



ejordan@parallelwireless.com



bit.ly/EuginaJordan



SAM BARCUS



sam.barcus@newleafpartners.com



bit.ly/SamBarcus

FINDING YOUR Cheerleader

Why Mentors Are Important & What To Look For



Everyone needs a cheerleader and a coach, it doesn't matter who you are or how successful you've already been. So, what are the best practices when it comes to selecting your mentor or coach? We spoke to some of the leading mentors, Eugina Jordan and Sam Barcus, to find out and here's what they had to say:

Q: What type of characteristics should one look for in a mentor or coach?

For an outstanding mentor, it's never about themselves. Indeed, great mentors and coaches have these characteristics:

- Define and set big goals for you, sometimes even bigger than you initially conceptualize;
- Help you see yourself for all that you are and all you are capable of;
- Act as a sounding board for new ideas, questions, and learning concepts;
- Is constantly learning and values diverse perspectives to formulate opinions;
- Knowledgeable about not only the topic at hand, but in the skills you're seeking to master;
- Trustworthy, open and nonjudgmental. You should always feel like you can openly communicate and trust your mentor without feeling judged;
- Push you to network and find new resources that help you achieve big goals; and
- Able to give constructive feedback. Remember, constructive criticism is still criticism. Great mentors focus on feedback that helps you grow!

Q: What do you find are the most important traits for mentees?

Only certain types of people can get into mentor/mentee relationships, that's on both sides.

Mentees have to be vulnerable and have to work hard to invest in themselves. If you think you're great and don't need help, you won't reach out. To grow and truly be mentored, mentees need to show up and:

1. **Trust:** the most important thing is that you go into the relationship based on trust. Boundaries, accountability, generosity, and non-judgmental. When people don't know each other, they don't know what might make the other people feel sad, scared, or not hurt. Mentees need to be open to trust the mentor.
2. **Be Vulnerable:** It takes courage to say "I want to grow and I'm ready to share." A mentor cannot push you to be vulnerable, the mentor creates the environment of trust.

No doubt, in a healthy and productive mentor/mentee relationships, both parties need to be ready. They need to enter into the relationship with an outcome that is best for both parties and investing in each other. As a mentee, your role is to come with an open mind and an open heart fully ready to learn and grow!

Q: What is one thing a mentee can do to prepare for a mentee/Coaching session?

Show up with three questions and order them based on priority.

By physically writing down three questions, it will get the mentee to start thinking about what is most important to them. By prioritizing questions, it will help the mentee understand their overarching priorities; this is more important that most of us realize.

While a great mentor/coach will help prioritize goals, only the mentee can truly grasp the needs and areas of growth that are more important to them at that time. So, show up with questions and take notes!

Q: What should a great mentor or coach do for you?

The best mentors are willing to do 3 things:

1. **Give back:** Invest into someone without expecting anything in return just because they want to see some succeed and grow. They need to come from a place of giving.
2. **Listen First:** Great mentors talk second because this is how the best relationships are built. You have to understand first, and then you can comment.
3. **Empathetically connect:** There are times when a mentee will be vulnerable and feel feelings outside of "happy." Good mentors know when to push and when not to.

Q: What factors should be considered when determining what mentorship programs are best for you?

There is no one-size-fits-all perfect mentorship program. And that's a good thing!

Mentorship is a personal journey. There are some guidelines though that you can use. For instance, most mentorship programs should be between 6 months to 1 year. At first you need to get to know each other. Think about what goals do you want to achieve. Pick one or two goals. Then, by the end of any mentorship program, a mentee has the skills to continue and grow.





Need Help?

DEVELOPMENT,
TECHNICAL &
ADVANCEMENT
Courses

BY TRANSFORMATION CONTINUUM

TRANSFORMATIONCONTINUUM.COM

TRANSFORMATION CONTINUUM

Enablement Options



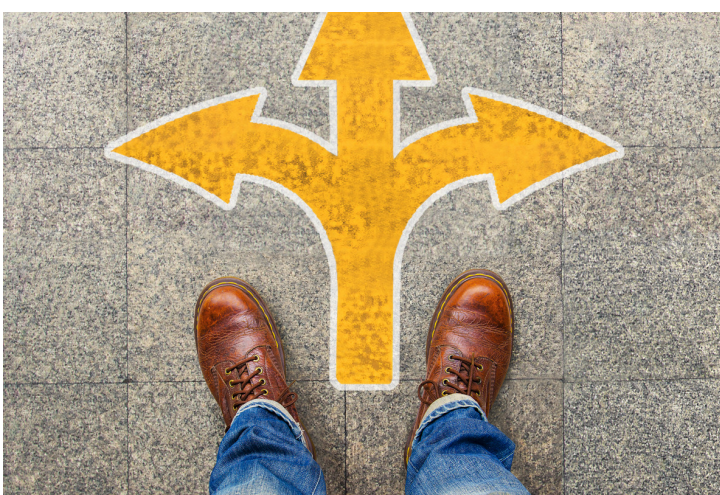
SELLING TO THE C-SUITE



OBJECTION HANDLING &
COMPETITIVE POSITIONING



SALES TRAINING FOR
TECHNICAL TYPES



INDIVIDUAL & TEAM
COACHING



FOR DETAILS & EVEN MORE OPTIONS, CONTACT
INFO@TRANSFORMATIONCONTINUUM.COM

WANT MORE? FOLLOW US



Contact:
info@TransformationContinuum.com
TransformationContinuum.com