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Security **LeadHER**

Advance. Connect. Empower.

Inspiration, Education

and Empowerment

Presented by



In a realm where strength and grace collide
Where dreams take flight and ambitions ride
A symphony of voices, fierce and bold
Security LeadHER, an event to behold!

A kaleidoscope of stories, shared with might
Each voice weaving tales, like stars in the night
From triumphs and struggles, lessons they unveil
Kindling the path for others to trail.

Unyielding, they stand, in unity and might
Shattering glass ceilings, embracing their right
To lead with compassion, courage and flair
For their dreams and visions, they boldly dare.

In their eyes, resilience gleams
Fueling aspirations, reaching for dreams
Supporting one another, hand in hand
Building a future, vibrant and grand.

Through workshops and dialogues, they engage
Unveiling inner power, stage by stage
With mentors and role models, they find
An oasis of strength, nurturing their mind.

Oh, LeadHER attendees, you shine so bright
A constellation of brilliance, bathed in light
May your essence inspire, forevermore
Empowering women to rise and soar.

– Author: ChatGPT

**Unyielding, they stand,
in unity and might**

**Shattering glass ceilings,
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**To lead with compassion,
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**For their dreams and visions,
they boldly dare.**



“Approach work and life with an open mind and heart.”

– Eliza VanCort, author, *A Woman’s Guide to Claiming Space*

“When we rise together, we rise so much higher.”

– Eliza VanCort

“You can’t make yourself bigger if you’re making another person smaller.”

– Eliza VanCort

“We each have strengths and weaknesses, and we need each other to be stronger.”

– Stephanie Prentice, safety, security and emergency management consultant, *Complete Threat Preparedness*

“Think about what our legacy is in the work we do...When the next woman leader walks into your organization, how do you want them to feel?”

– Charity Blackwell, DEI practitioner, spoken word artist, emcee and poetry specialist

“Bravery is being terrified

and doing what you need to do anyway.”

– Eliza VanCort, author, *A Woman’s Guide to Claiming Space*

“To claim space is to live the life of your choosing unapologetically and bravely.”

– Eliza VanCort

“Be bold in your vulnerability, strong in your weakness and courageous in your fear.”

– Stephanie Prentice

Be Brave

- To be successful in claiming your space, never cede your space, and bow to no one. Instead, work to visibly cope with and shrink the struggles you have faced.
- Being invisible isn't safe – it's dangerous, and when you cede your power you give up a piece of yourself.
- Mistakes are lessons. These lessons can drive more effective leadership.

Be Direct

- Microaggressions are common and come from all around us, whether by mistake or on purpose. When you detect something, speak up promptly and directly.
- Sometimes silence is safety, but often a physical movement, a strong "no" and a direct verbal instruction is needed, whether someone is approaching you or if you are a bystander intervening in a situation. If you see someone being harassed on a bus, for example, hold out a hand, say "no" and tell the offender that his or her behavior is not okay and that they need to back away.
- Feeling angry or frustrated when a coworker is gaslighting you or flaking on their commitments? Take emotion out of the equation and be as direct as possible. In these cases, it's time to rely on logic and proof points for your argument.
- Still not connecting with that coworker? Try pulling in an outside view or opinion on what influences to lean on. Find a mentor or career coach who can give impartial advice.



Be Self-Aware

- Be aware of the information you have put out into the world. Inventory your online presence regularly—what can people learn about you, and is that information you want to be out there?
- Don't be too hard on yourself!
- Be open to new thoughts and ideas. Be willing to challenge your beliefs.
- Be aware of your own unconscious biases. For example, have you ever hired someone based on a gut feeling, respected someone based on where they went to college or thought someone wouldn't be able to do a task because of their gender? That's unconscious bias.
- Find passion in your work so you can feel connected with your purpose. It's not a coincidence that you're doing the work you're doing – you're there for a reason!



Be United

- We can address and mitigate unconscious bias against women in our industry through mentorship, replacing competition with cooperation and creating structures and policies that eliminate bias.
- Challenge your own biases. Believe in each other. Create conducive environments for diversity, equity and inclusion and offer training.
- We may not agree on everything or even like everyone that we work with, but it's important to communicate, connect, collaborate and cooperate.
- Men and women biologically have differences – in brain, body, nature and development – and different strengths and weaknesses. We can put together the strengths of each sex to solve and mitigate crises.
- Communication is paramount to creating connection, as well as sharing experiences and traumas we may have that are similar – that will transcend any differences we have with others.
- Complement, not compete with, each other. Amplify each other and keep your networks positive.
- Women and minority professionals are sometimes pitted against each other, competing for limited leadership roles; however, this is essentially fighting for your spot at the bottom. Instead, collaborate and seek to boost other women's positions within your organization and the industry to help expand the available space for diverse candidates.
- Pay it forward. The mentors, bosses and colleagues before you have walked so you can run.
- Mentorship is an excellent way to improve intersectionality and diversity in your organization and across the security industry. Take the extra step to share your personal and professional knowledge with someone else.
- Don't assume everyone has the same experience as you – they might really appreciate that nugget of knowledge you take for granted.

“Little changes can make such a difference.”

– Eliza VanCort,
author, *A Woman's Guide to Claiming Space*

“All it takes is one human to mess up security... all it takes is a click.”

– Sandra Stibbards, owner,
president and licensed private
investigator, *Camelot Investigations*

“The content of what you say is so much less important than how you say it.”

– Eliza VanCort

“Not being afraid to say nothing is a huge, huge power move.”

– Eliza VanCort

“How are you to pour yourself into others when your own cup is empty?”

– Charity Blackwell, DEI
practitioner, spoken word artist,
emcee and poetry specialist

“Be able to identify the things that go along with your personal and professional boundaries and goals. If something doesn't align, know when to say no.”

– Connie Moorhead, CEO, *The CMOOR Group*

“The most valuable thing you can do when you're trying to lead by influence

is listen – listen and reflect on

what they're telling you.”

– Nikki Nemarich, head of Americas marketing, *Axis Communications*

Be Consistent

- In everything from threat assessments to communications, consistency is key.
- In threat assessments, consistent responses protect the organization from liability while boosting safety, retention and reputation. An incident in Los Angeles, California, should trigger the same response process and level of attention as an incident in Boise, Idaho.
- Be consistent in how you work but also consistent in how you care for yourself.



Be a Powerful Communicator

- Be aware of your voice – your cadence, volume, pitch – and your body language to connect with your audience with the message you aim to deliver, whether that’s commanding or supportive.
- Silence is the most versatile vocal tool – it’s the only one that can be used both offensively and defensively. Sometimes the best thing to say is nothing, especially if you’re trying to make a point.
- Pausing in your speech is very powerful. There’s no wrong place to pause. People may fear lapses in conversation, but these gaps have power if done intentionally.
- Vary your speaking cadence. Slowing down can help when you are trying to make a point in a meeting or business setting.
- Vary your volume. Get louder when you’re in charge, but if you need to make a point or want to build intimacy, quiet down.
- Be mindful of your pitch. Women, especially, have a tendency to “pitch up” at the end of sentences, which makes it seem as though they’re speaking in questions. When you’re speaking, especially when introducing yourself and saying your name, make it a statement, not a question.
- Use “high playing” body language to take power. Taking up space with your body, moving gracefully, speaking in complete sentences, keeping your head still, trying not to blink and avoiding eye contact are ways to take power.
- Use “low playing” body language to cede power or build rapport. Tilting your head down, keeping your hands close to your face, giving up your space, smiling, speaking in incomplete sentences and pointing your toes together are ways to “play low.”

Be a Powerful Communicator

- Women are often taught to be communication caregivers, soothing others at any cost, and may jump in to answer, even to a microaggression or patronizing question. Taking a moment to pause before responding undercuts these expectations, breaking the normal flow of conversation and highlighting the statement in question. Answer a microaggression with a simple question: “What do you mean?” This puts speakers on the spot to explain themselves and empowers others to speak up.



Be Your Own Advocate

- Saying no when appropriate can help you deliver more, benefit your performance and career, strengthen your well-being, prevent burnout and help you achieve your personal goals, and it's an important part of self-care. Say no if you're uncomfortable in any way, if you feel guilty or obligated, if you're overloaded, if the request crosses your personal boundaries or if you're only saying yes to please someone else.
- There are 10 steps to effectively drawing a line (personally or professionally):
 1. Clearly identify your boundary.
 2. Understand why you need the boundary.
 3. Be straightforward.
 4. Don't apologize or give long explanations.
 5. Use a calm and polite tone.
 6. Start with tighter boundaries (you can always loosen up later if needed).
 7. Address violations early.
 8. Don't make it personal.
 9. Use a support system.
 10. Trust your intuition.
- Looking to build trust to drive your influence? It's time to evaluate your current status on the "trust triangle," which contains three key elements that together build effective, influential leadership within organizations and constantly feed into each other:
 - **Authenticity:** Don't fake it. Align your actions with your true nature.
 - **Sharing logic:** Give examples of prior successes and decisions behind your proposal.
 - **Showing empathy:** Demonstrate your care, and don't dismiss opposing views and opinions.
- If you find it challenging to draw attention to your accomplishments or accept professional compliments without diminishing your efforts, make a "bragging sandwich," surrounding self-praise with honest gratitude. For example, say, "Yes, I'm grateful for all the new business and the lessons I'm learning. The consulting gig is resonating with a lot of people, and my message is really being heard. I am so thankful for all the support that you and others in my network have offered along my way here."



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