

# The 3 Pillars of Success for Women in Male-Dominated Industries

## Corporate Talk

Due to systemic bias, women have a tougher time advancing their careers than their male peers. This is readily apparent in fields like tech, where women are in the minority. As a result, the women that do choose careers in tech often don't achieve their potential, and many leave the profession altogether.

Changing the systemic biases of society and the working world is a critical mission, but for ambitious, career-minded women, that change just isn't coming fast enough. This event will help women discover strategies they can use while waiting (im)patiently for society to catch up.

### Talk Outline

In a world where society discounts women's voices, it can feel like your career is controlled by everybody but you. This talk covers the foundational three pillars of success and survival in male-dominated industries that will help you to push your ambition as far as possible. We'll cover:

- The box of "acceptable behavior" that society dictates for women at work
- Exercising all of your "inside the box" options for career advancement
- Feminist education & the beauty of the pity party
- Expanding your "box" through leadership to push you and other women forward

The goal of this talk is to give you a look at the roadmap to a more empowered career in male-dominated industries.

### About The Speaker



#### **Holly Burton** Leadership Coach for Women in Male-Dominated Industries

Holly is speaker, facilitator, consultant, and coach with expertise in leadership, career development, feminist theory, and the unique mix of issues that make it challenging for women to succeed in STEM fields.

Holly spent the first ten years of her career as a mining engineer in an industry that is only 17% female. She now coaches ambitious women that want to advance their careers and works with companies to develop programs to retain female talent.

Holly speaks regularly at organizations including EA Games, DevOps Days Vancouver, Women in Mining BC, Disrupt HR, The BC Women in Energy Network, UBC Masters of Public Policy & Global Affairs, The Women in Leadership Foundation, and her own Women in Male-Dominated Industries Speaker Series.

### The Details

**Length:** 1 Hour  
**Format:** Lecture-style talk (with Q&A)