

The Weeds Are Not Safe

Corporate Talk

There's nothing more comforting to us technical types than whipping out the old spreadsheet and getting some "real work" done. We spend years and years of our careers training ourselves to thrive in the weeds and then quickly try to undo it all as we climb the corporate ladder and move into roles with bigger scope. One of the biggest challenges that women in male-dominated industries face as they move up the ladder is working at the right strategic level.

We let ourselves get pulled into the day-to-day tactical management of team deliverables instead of doing the scary, ambiguous strategy work. It's comfortable and familiar, but ultimately it torpedoes our career prospects and limits our team's potential and impact.

Talk Outline

This talk will focus on the danger of staying too tactically-focused and failing to develop your strategic muscles for senior leadership roles. We'll cover:

- Why getting out of the details and into high-level strategic work is essential to being hired into – and being effective in – Director, VP, and Executive roles
- How societal and workplace gender dynamics push women into lower-influence (and lower-seniority!) execution-focused work
- The lies we tell ourselves that leads to us staying stuck at a level below our full potential
- Concrete steps you can take to develop your capacity for strategic work so you can create bigger impact at work

The goal of this talk is to help you work at a more strategic level so that you can confidently take the reins in senior roles and produce results that get you noticed.

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, Women in Tech Week, The Society for Canadian Women in Science and Technology (SCWIST), The Women in Leadership Foundation, and her own Women in Male-Dominated Industries Speaker Series. Holly can be found online at her [website](#), or via her meetup, [Women in Male-Dominated Industries](#).

The Details

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