



*Asserting our Presence:
Female Leadership in
Policy and Government Contracting*

© Denise E. Farris, Esq.

Farris Law Firm LLC

1600 Genessee, Suite 433

Kansas City, MO 64102

Tel: 816-842-0800 Fax: 816-842-0877

e-mail: dfarris@farrislawfirm.com



Statistics to Bolster Confidence

- ❖ Women are responsible for 80-90% of all household spending. That's 2/3 of the Gross Domestic Product!
- ❖ Women own 53% of the available Stock in this country
- ❖ Women now own 54% of new small businesses
- ❖ Women-owned companies avg. annual sales growth: 23% vs 13% average
- ❖ Women form long-term brand relationships
 - ❏ Enhanced loyalty = MORE \$\$\$
- ❖ Women read body language better than men
 - ❏ Female babies watch a human face 3 times longer than males
- ❖ Women notice 70% more detail in their environment
- ❖ Women are master MULTI-TASKERS
- ❖ Women adopt higher ethical standards than men
- ❖ Women are better listeners
- ❖ Female style is different – BUT SUCCESSFUL!
 - ❏ Networking vs Hierarchy
 - ❏ Warmer vs Winner
 - ❏ Masters of the Universe (autonomy, independence & self-sufficiency) vs. Study Group (advice seeking; consensus building)
- ❖ IPOS of Companies with Female Leadership: Stock sells at 23% higher rates than others

- ❖ DOESN'T THIS EARN US A TABLE SETTING?



Emotional Intelligence Tools

- ◆ *My analysis of 188 companies determined that the most effective leaders had a high degree of emotional intelligence ... emotional intelligence proved to be twice as important as technical and analytical skills combined...analysis showed that emotional intelligence played an increasingly important role at the highest levels of the company where differences in technical skills are of negligible importance.*

Harvard Business Review

November/December 1998, p.94

Cited by Dr. Linda Moore, Ph.D. "Women at the Leading Edge 2002"



Components of Emotional Intelligence

◆ Self Awareness

- ❖ Realistic insight into one's own behavior
- ❖ Acknowledgement/embrace of strengths & weaknesses

◆ Self-Regulation

- ❖ Management of disruptive impulses
- ❖ Responsibility for choices made

◆ Motivation

- ❖ The ability to vision
- ❖ The ability to persist in the face of obstacles & setbacks

◆ Empathy

- ❖ Acknowledgement of perceptions, thoughts & feelings of others

◆ Social Skills

- ❖ Ability to receive and apply constructive criticism
- ❖ Ability to work cooperatively to reach common goals
- ❖ Ability to initiate or manage change

Dennis A. Butler, Ph.D.
Consulting Psychologist

Cited by Dr. Linda Moore, Ph.D. "Women at the Leading Edge 2002"



Women in Federal Office 2011

- **Total in Senate: 17 women out of 100**

17.0% Female

(12 Democrats, 5 Republicans)

- **Total in House: 73 out of 435**

16.8% Female

(49 Democrats, 24 Republicans)

Women hold 90 or 16.8% out of the 535 seats in 2011.



Women in State Office 2011

- **State Executive Offices:**
 - 71 of 317 positions (loss of 5 from last election)
 - 22.4%
 - 39 Democrats, 31 Republicans, 1 NonPartisan
- **State Legislators**
 - 1741 of 7382 positions
 - 24%
 - Including 427 of 1971 senate seats
 - Including 1314 of 5411 house seats
 - Moderate gain (2 to 4 seats) from last election



Female Voting Trends

- ◆ We constitute more than half of the U.S. population
- ◆ Female voters exceed male voters in each election since 1964.
 - ❖ By approximately 7 to 8 million votes in 2004 and 2008 elections
 - ❖ Approximately 60.1% women versus 56.3% men
- ◆ Women outvote men in every racial and ethnic group
 - ❖ Turnout proportions and Actual Numbers

Source: Rutgers University Center for American Women and Politics





Transfer to Political Arena

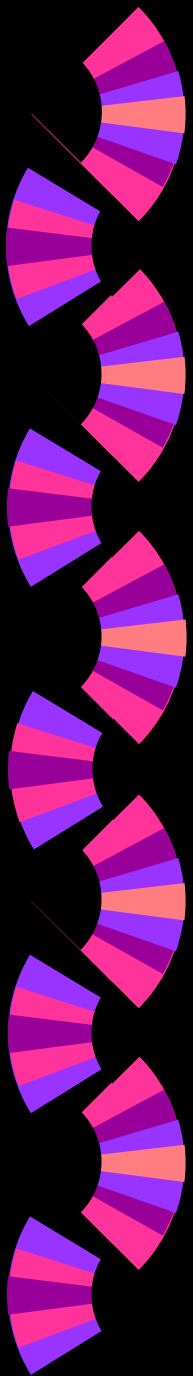
- ◆ Recognizing impact of women
 - ❖ Socially
 - ❖ Economically
 - ❖ Politically
- ◆ So why so difficult to hit a 5% procurement goal in government contracting?
 - ❖ Ongoing importance of
 - ⌘ Association activity like WIPP
 - ⌘ Training Programs like American Express/WIPP “Give Me 5”

We Must Insist on Dancing!



*Whenever one door closes, I hope one more opens.
Promise me that you'll give faith a fighting chance,
And if you get the choice to sit it out, or dance . . .
I hope you dance!*

Lee Ann Womack "Dance"





To Our Continued Efforts:

**Cherish your mistakes,
For it's not moving backwards that counts;
The greater sin is having never moved at all.**

Edgar Cayce

Let the Sky Be Your Limit