

# HOW WOMEN CAN ADOPT PURPOSEFUL LEADERSHIP

## VIDEO TRANSCRIPT

### SHUBHREET:

Hi, I'm Shubhreet, and I'm here on behalf of Vaahini to talk to you about women at work. Did you know that even though women make up half of India's population, our country holds the third lowest spot in APAC when it comes to women in senior positions?

It is a fact that in 2019 in India only 8% of management roles, 9% of business management roles, and only 2% of CEO roles were held by women. The CS Gender Report reveals that even though India is seeing an increase in the percentage of women in senior management roles, it still lags a lot behind the rest of the world which is seeing a more remarkable, rise.

Well, let's discuss a few ways that women can establish their executive presence and take on more leadership roles.

Firstly, navigate your goals.

It's natural for everyone at some point of time to wait for things to happen. Whereas creating goals for yourself with an identified timeline ensures that you keep pushing yourself in order to achieve them.

Next, be assertive.

Assertiveness is not a quality to shy away from. While making your point in meetings or discussions, don't use phrases like, "I think", "I might be wrong", "I'm not so sure." If you know your point, then don't be afraid to stand behind it with confidence.

Factor in emotional competence.

For anyone in leadership role, they might find themselves in a confrontational situation from time to time. These are times where you have to be willing to take risks while maintaining a calm and insightful approach, even in a stressful environment.

Next, cross functional competence.

While there is no rulebook that says a good leader knows everything about everything, they do understand how different functions in the company work. So, in order to improve your cross functional competence, reach out to a mentor to enhance your scope and knowledge over and above your current role.

Align your skills with the organization's larger purpose.



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Women have wide social knowledge and are great communicators. Use these skills to align the goals of your team with the goals of the company and enhance their performance on a daily basis. Don't limit your ability to speak up clearly about your ideas while maintaining an assertive tone. It is key to establishing an executive presence in a workplace.

In 2018, only 26% of survey companies had hired women in the top five job roles in the past five years. This is despite the fact that women actually show high conflict management ability of 6.67% versus men with only 4.96%.

The company culture that you create in your work environment opens up the path for future generations to come.

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