

## EAST VALLEY VOICE

## Whatever your definition of success, getting there is 100 percent in your control

In today's constantly evolving workplace, personal career management must be a priority for anyone who wants to achieve success in their career — including women.

For women, career success might mean growing as a professional, achieving work life balance, building subject matter expertise, or getting promoted and moving up within their organization.

Whatever your definition of success, attaining it

is 100 percent in your control. It's time to stop sitting back and waiting for great things to happen in your career and to start making them happen for yourself. Here are several steps you can take today to begin taking control of your career:



Lindsay Witcher

### Volunteer

Jump at the tasks no one else wants to do. There is no better way to get noticed and become invaluable within your organization than taking on that which no one

else will. Not only will this highlight you as a team player it will quickly elevate you in your manager's eyes. The most successful professionals know that one of the best ways to get ahead in their own career is to make the job of their manager easier.

### Innovate

If you want to move forward and get noticed you have to do more than keep up the status quo. Look at the challenges your company or department are facing and develop solutions. Come up with new ways to do the same old things — become

known as someone with good ideas that isn't afraid to implement them.

### Get a Mentor

Having a mentor is one of the best steps you can take to further your career. Find someone who holds a position you would eventually like to earn or someone whom you respect a great deal for what they have accomplished in their career and ask them to be your mentor. Meet with them regularly and take their feedback and advice to heart. This, more than any other activity can help you

grow and develop into the professional you want to be.

### Network

Most people only think about networking when they are looking for a new job but it is something everyone should do throughout their career. Effective networking is about more than just connecting with people on LinkedIn; it's about building relationships and helping others. Set a goal for yourself to cultivate your network on a monthly basis. Schedule reminders to check in with key members of your network regularly,

never each lunch alone and actively try to build new relationships within your company and outside of it. The time you invest in these activities will undoubtedly pay off in the future.

Use these tips to start taking control of your career today! Career success is in your hands and the more time and energy you are willing to invest in these types of activities the sooner you will make your career goals a reality.

• Lindsay Witcher, M.S., is a Career Counselor and Practice Development Manager at RiseSmart.

## LEADERSHIP

# Are women better leaders than men?

STATE POINT NEWS

With more women rising to top positions in business and government, the topic of women and their capacity for leadership has been all the buzz in the media lately.

From Facebook COO, Sheryl Sandberg's message to women to "lean in," to Yahoo's new CEO, Marissa Mayer's seemingly family-unfriendly human resources policies, societal expectations of women

in power are shifting.

In fact, some of today's top female business and political leaders have found success in shedding the "nice" factor from their work persona.

"I don't subscribe to the

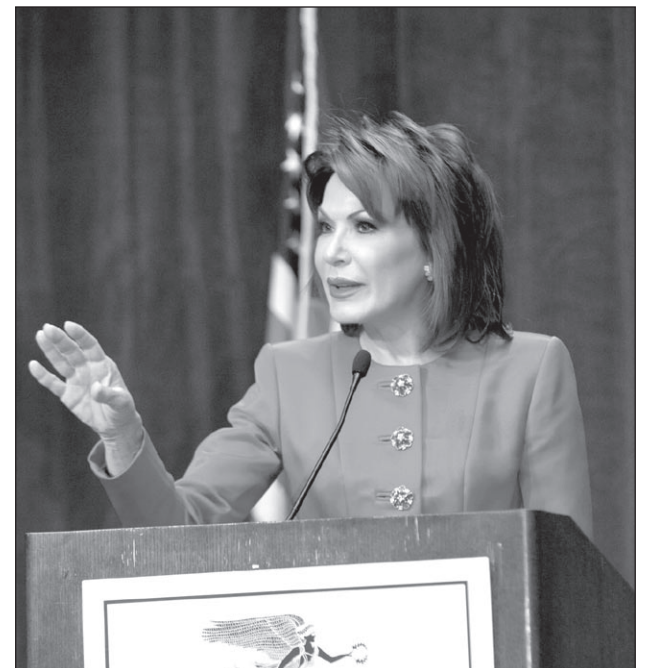
notion that women manage or should manage in a gentler, more nurturing fashion than men," says Gianna Angelopoulos, Greece's Ambassador at Large, who recently authored a political memoir, "My Greek Drama: Life, Love, and One Woman's Olympic Effort to Bring Glory to Her Country."

Angelopoulos, who is well known for winning the bid for the 2004 Summer Olympics for Athens, Greece and has been named one of the 50 most powerful women by Forbes magazine, is a contemporary example of a woman breaking the mold, as certain aspects of her leadership style may raise eyebrows where gender politics are concerned.

For example, with the 2004 Olympics less than a year away, as President of the Organizing Committee for the Athens Games she publicly made the decision to devote less time to her three children and more to her job. And she ruffled feathers when she banned miniskirts in the workplace and openly admitted she could be strong and business-like, yet shrewd enough to flatter powerful men to get what she wanted.

The debate about whether women or men make better leaders has raged for years. Back in the early-to-mid 2000s, several studies and polls concluded men held the upper hand. Today, attitudes have shifted and newer studies have declared women the victors.

According to a 2013 survey of more than 600 board di-



Gianna Angelopoulos, lauded for her efforts to bring the 2004 Summer Olympics to Athens, Greece, was named one of Forbes magazine's 50 most powerful women. [StatePoint News]

rectors, published in the International Journal of Business Governance and Ethics, women are better at decision-making, translating into better performance for their companies.

Despite a clear shift in the way women conduct business, they still face uphill battles in corporate America. Women are paid 23 percent less than men on average, according to the American Association of University Women, and in 2012, women only held 14.3 percent of the Fortune 500 Executive Officer positions, according to the Catalyst Census.

While the jury is still out on why imbalances of power remain, decades after the women's liberation move-

ment, some are firm when they say it has nothing to do with fundamental differences between genders.

"Women are as talented as men and, quite often, stronger," contends Angelopoulos. "I believe women can be most effective by using all their gifts: strength, intelligence, beauty, charm and female intuition."

More information about Angelopoulos and her new memoir can be found at [www.mygreekdrama.com](http://www.mygreekdrama.com).

From Margaret Thatcher to Hilary Clinton, some of the most successful modern female leaders have defied gender role expectations. And today's ambitious women continue to take cues from those who paved the way.



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