



A Toast to Women Leaders

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Thank you to our panelists!

[Kristin Greco](#), CEO, PAR Inc.

[LaKendria Robinson](#), Director, Minority Business Accelerator & Economic Inclusion, Greater Tampa Chamber of Commerce *and* Director, Business Connect & Community Outreach, Tampa Bay Super Bowl LV Host Committee

Aligning Yourself as a Leader with Your Organization

- Transparency and vulnerability are essential to building strong and thriving teams
- Setting expectations with those that you work with - including within yourself
- Make sure to manage up
 - Help your superiors to enable you to be successful, grow in your role, and get the feedback that you need
- Do the job you *want* to do, not just the job you have - demonstrate your ambition and leadership

What are some ways that you manage and set expectations for yourself

- Manage your calendar on a monthly basis - not a weekly basis
 - 2 weeks before the start of the month set the key meetings you want to have, build in personal administrative time
- Create structure around your days to create protected time away from work to do things you need - exercise, spending time with a spouse/kids/family, just personal time

- Use a shared calendar and block out the time that you need
 - Don't hesitate to indicate that you're creating protected personal time
 - You get what you tolerate - if you let people take over your time, they'll continue to do so.

What are some tools or resources that have helped you as a woman leader

- Mentors, other female leaders and working moms who are role models
- Executive coaching has been helpful
- Podcasts and books around increasing productivity, time management and building more time into your day
- Consider starting your day very early (even 4am) to take advantage of quiet, productive time while your household (and your inbox) is still asleep
- Maximize 15 or 30 minute meetings

What are some positive experiences you've had as a woman leader in business

- Unsolicited, the NFL created a celebration of the women leading the NFL host committee, reinforcing their value in the organization
- Programs investing in developing women leaders
- Communities and organizations in a business that enable women to connect is invaluable

Maximizing your time

- Outsource as much as you can to allow you to spend time on the things you want to prioritize - consider hiring someone to clean your house, pick up and do the laundry, do the shopping, a personal shopper or stylist (hairdresser or makeup artist)
- Change takes time - give yourself grace and allow yourself the time to evolve in a way that is most meaningful to you.