

# Fearless

## 4 PRINCIPLE ASSETS WOMEN LEADERS BRING TO THE TABLE

- 1. Pragmatic Intuitive Problem Solving:** We can integrate facts and the experience of human resources to propose alternate solutions, by identifying gaps, rather than solely based upon data.
- 2. Promote Collaboration:** By recognizing the importance of valuing others and what they have to offer, actively listening, then strategic planning that is collective rather than solely directive, is achieved. Still with the end goal in mind. Our unique linguistic style lends itself to building trusting teams.
- 3. Master Tasker:** Leveraging our biology in favor of working on multiple moving parts of a project, we have the unique ability of switching from task to task efficiently, giving concerted attention to each, and pushing out multifaceted creations.
- 4. Consumer Pulse:** Unlike men, who are immediate action takers, as the clear majority consumer, we uniquely bring that consumer perspective to the table and consider it, when developing product/services, we have our finger on the pulse, and typically innovatively offer alternatives to gain desired outcomes. Failure being a stepping stone to the next solution.