



Meet Roxanne

President and CEO of Associated
Builders and Contractors of NM



Roxanne Co-Founded Multi-million Dollar Construction Services Business

- US Army Corps of Engineers
- Defense Threat Reduction Agency
- White Sands Missile Range
- US Air Force
- General Electric
- Intel
- Rockwell International



Roxanne is also the author of:

There's No Crying in
Business – *How to
Succeed in Male
Dominated Industries*



This book is full of the lessons I learned as a woman working in a male-dominated construction industry.



Today, we are going to put
some of what I learned into
practice in your careers.....



State of the Industry

- The Engineering Industry has not been spared from the recession
- According to the Bureau of Labor Statistics, unemployment for engineers rose from 3.9 percent in the first quarter of 2009 to 5.9 percent in the third quarter



The reality: Engineering jobs are not safe from layoffs.

The bottom line is that NOW is the time to become valuable at your organization – whether you are male or female.



Lay low? Laid off.

When times get tough your instincts might tell you to lay low and avoid rocking the boat.

The reality is that you should do the opposite.



Make Your Value Known

- Think about what you can provide to your company
- Set incremental goals – daily, weekly, monthly and yearly objectives



Daily Value Recommended – How to Show Your Importance Every Day

- Take on responsibility
- Get a seat at the decision-making table
- Prepare to succeed
- Pick your battles carefully
- Be a mentor
- Innovate, innovate, innovate



Re-examine The Way *You* do Business

- Team building
- Multi-task
- Ask good questions



Relationships Have Never More Important

Communication is the
core of any
relationship



The Communications Basics

- Don't bury the lead
- Watch your tone
- Listen carefully
- Show you are objective and open-minded
- Don't interrupt



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- Summarize key points
 - Use your challenges sparingly
 - Argue for things, not against them
 - Don't worry if you are not a people person



How Do You Handle Blatant Inequality?

Engineering is a male-dominated field. As such, there are bound to be occasions when inequalities pop up.



Develop a “No” Strategy

- Set your priorities
- Create boundaries
- Learn to delegate
- Don't try to be perfect
- To get comfortable with saying “No”, practice.



Become a Person of Influence

*Become a power broker in
your industry.*



How?

- Get your name in print
- Volunteer for Board positions in your community
- Volunteer for Leadership positions in your industry
- Become involved in an industry group.



Don't Try to Be “One of the Guys”

Many times, we will try to be one of the guys in order to fit in and try to make the inequality go away.



There are many ways that women can “fit in” without trying to be one of the guys.



What are some of these ways?

- Wait to be invited
- Listen more in social settings, speak up more in the office
- Don't gossip
- Be cordial
- Maintain your standards of behavior



There's No Crying in Business

Obviously, none of this advice is going to make the recession go away, but I promise you that it will be easier to survive in this “new economy” and thrive while doing it.