





# Welcome!

Here's what we'll explore:

---

- 1 What It Means To Thrive
- 2 Overview Of The *Thrive* Factors & Assessment
- 3 Goal Planning & Setting



# What Does *Thriving* Mean To You?

# The Thrive Project Nearly 300 Voices

ARE YOU A WOMAN WHO WORKS IN ADVERTISING?

- media - technology - sales - marketing -

**JOIN US IN OUR MISSION**

**TO UNCOVER  
WHAT IT TAKES TO**

**thrive**

**LEARN MORE & START SURVEY**

**Chelsea Szabo**  
LIFE & CAREER COACH  
FOUNDER, VERBAL COURAGE

**Melissa Ng**  
SENIOR ACCOUNT MANAGER  
SHAZAM

**Priya McLennan**  
CLINICAL PSYCHOLOGY DOCTORAL  
UNIVERSITY OF HAWAII AT MANOA

**Allyson Imai**  
DIRECTOR SALES MARKETING  
SHAZAM

**Kim Furzer**  
SR. DIRECTOR GLOBAL INFORMATION  
SYSTEMS, YAHOO!

**Deborah Maxwell**  
DIRECTOR OF TRAFFIC OPERATIONS  
TBWA/CHIAT/DAY

Meet Our Partners...



BEGIN THE SURVEY NOW



# What Is *Thriving?*

- Loving what you do
- Balancing home/life
- Being respected by others
- Being a strong and confident communicator
- Making confident decisions and inspiring others to follow



**Passionate**



**Whole**



**Respected**



**A Leader**



**Vocal**





# Interesting Finding

25%

Believe They Need To Use Male Traits That Feel Unnatural In Order To Thrive Professionally.

And Yet, When Describing Women Who Thrive They Use Adjectives Such As...



open compassionate kind creative

polite welcoming caring passionate



intelligent graceful true to herself



approachable empathetic engaged

friendly emotional



# What Does It Take?

- Managers giving praise & appreciation
- Trust & project ownership
- Growth opportunities
- Seeing Women in Leadership roles and having their support



**Praise**



**Ownership**



**Being Challenged**



**Camaraderie**



**Mentoring**



# The Factors

What DID NOT affect a woman's ability to feel like she's thriving:



children



marriage



education

What DID affect a woman's ability to feel like she's thriving:



experience



mentoring



retention



emotional IQ



# What Women Want...

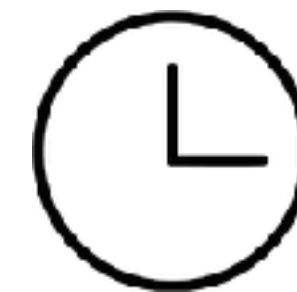
98%  
want more than a paycheck



learning & education



role models/mentorship



flexible schedule



praise & recognition



# Workforce Expectations

What Future Workforces Want & Need

PAST



FUTURE

my paycheck  
my satisfaction  
my boss  
my annual review  
my weaknesses  
my job

my purpose  
my development  
my coach  
my ongoing conversations  
my strengths  
my life





# thrive FACTORS

Thriving

**CRITICAL NEEDS**  
Critical, mostly internal factors that contribute to an employee's ability to thrive at work

purpose  
meaning  
confidence  
fulfillment  
balance authenticity  
emotion regulation  
engagement  
job satisfaction  
mentorship  
self-appreciation  
self-respect

} Mostly Intrinsic

**ESSENTIAL NEEDS**  
These are essential components that play into employee engagement and retention

collaboration mentorship trust respect  
respect learning & growth creativity  
achievement feedback challenge  
autonomy flexibility support appreciation  
positive team dynamic communication friendship/connection

} Extrinsic & Intrinsic

**FOUNDATIONAL NEEDS**  
Basics that should be in place to ensure the environment for employees to thrive

role clarity manageable workload company vision  
performance management functional workspace financial stability  
adequate benefits  
job security opportunity equality time for food & beverages  
physical safety candor workplace essentials diversity  
effective managers

} Mostly Extrinsic

Money Can't Buy



Money Can Buy

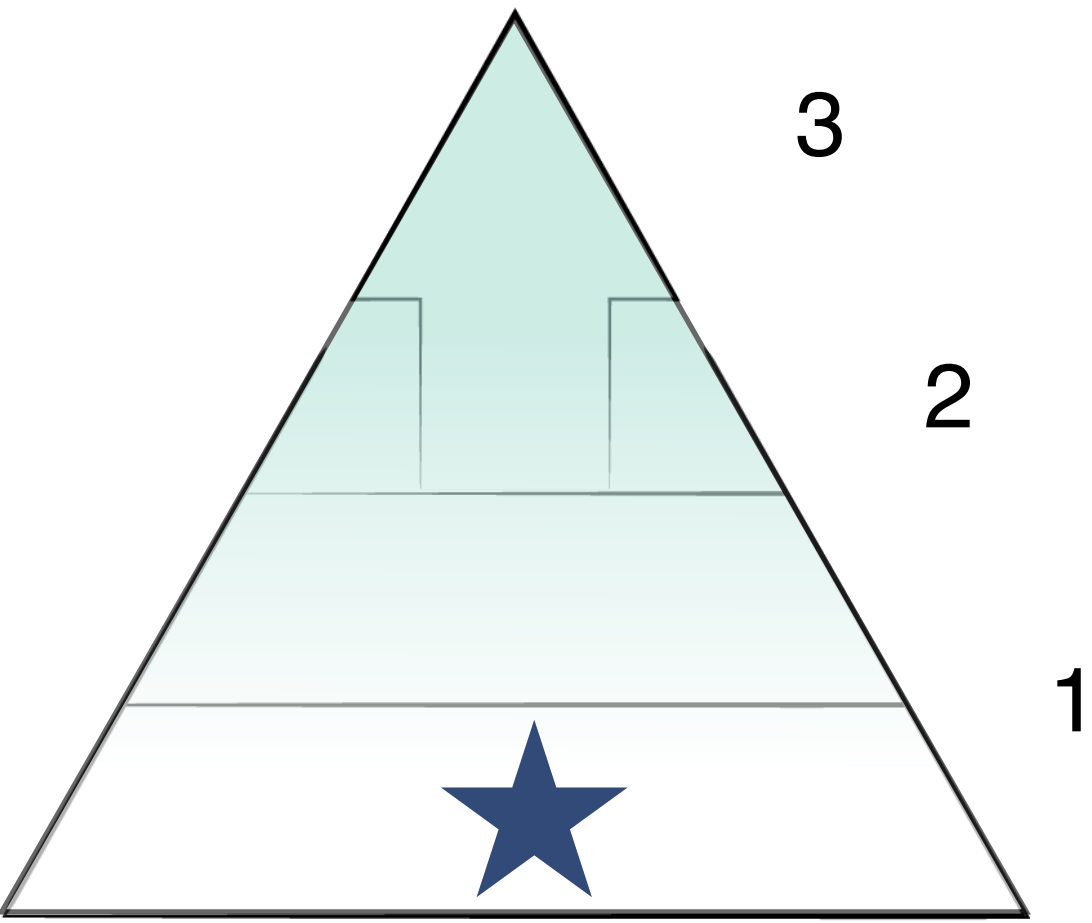


# Thrive Factors

1

IF FOUNDATIONAL NEEDS ARE NOT MET

Life Mode:	Survival
Motivators:	Scarcity, Fear, Competition
Identity:	Living A Facade
Self-Care:	None
Communication Style:	Apathetic
Team Mentality:	Win/Lose



T  
I  
P  
S

- Have a clear understanding of your role and responsibilities (51% of our members don't have a job description)
- Have a clear understanding of safety policies
- Always make time for a healthy lunch
- Know and connect with your company vision (40% of our members don't know their company vision)
- Find ways to better manage your workload

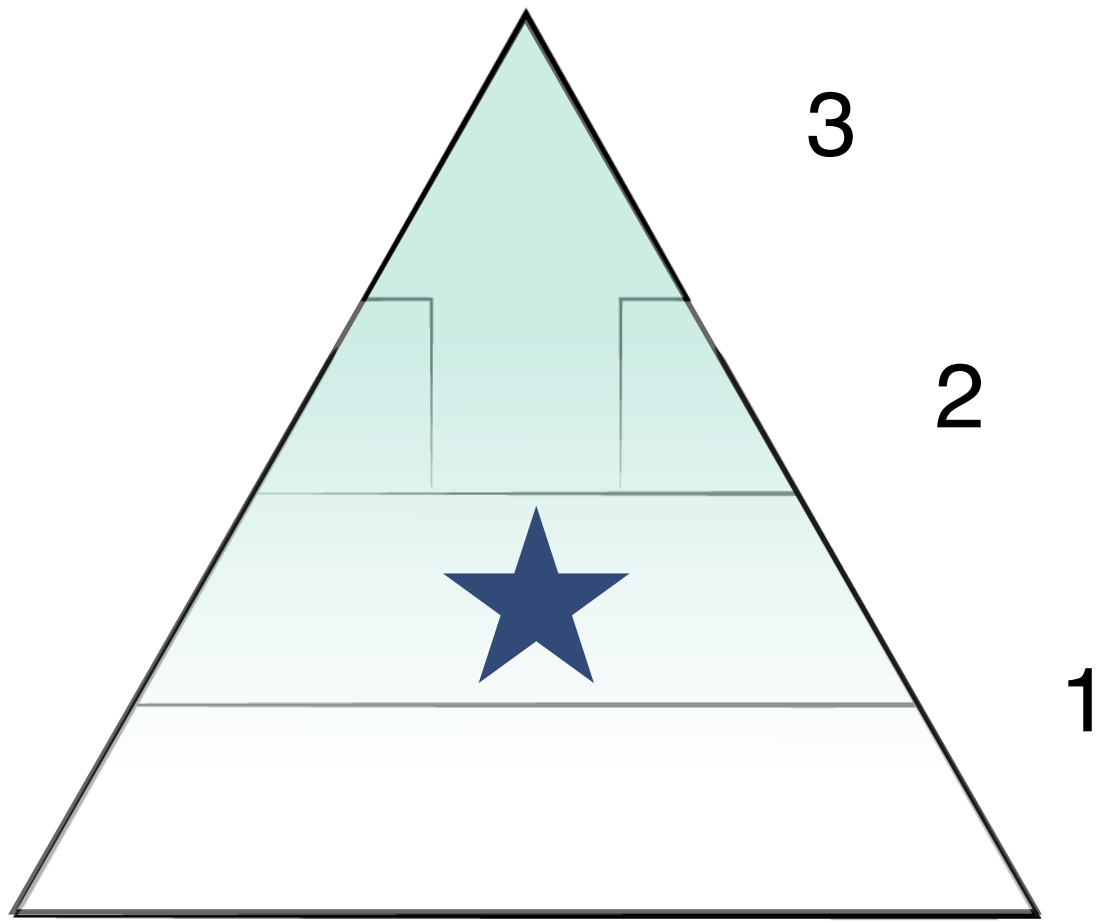


# Thrive Factors

2

IF ESSENTIAL NEEDS ARE MET

Life Mode:	Complacency (Can Feel Joy But Unfulfilled At Times)
Motivators:	External Validation, People Pleasing, Competition
Identity:	Compromised
Self-Care:	Limited (Too Busy Focusing On Everyone Else)
Communication Style:	Indifferent Or Aggressive
Team Mentality:	Win/Win (I Want To Win But You Can Win Too)



- TIPS

Discuss your performance and career path with your boss (ONLY 43% of our members do)

Befriend at least 1 person at your organization

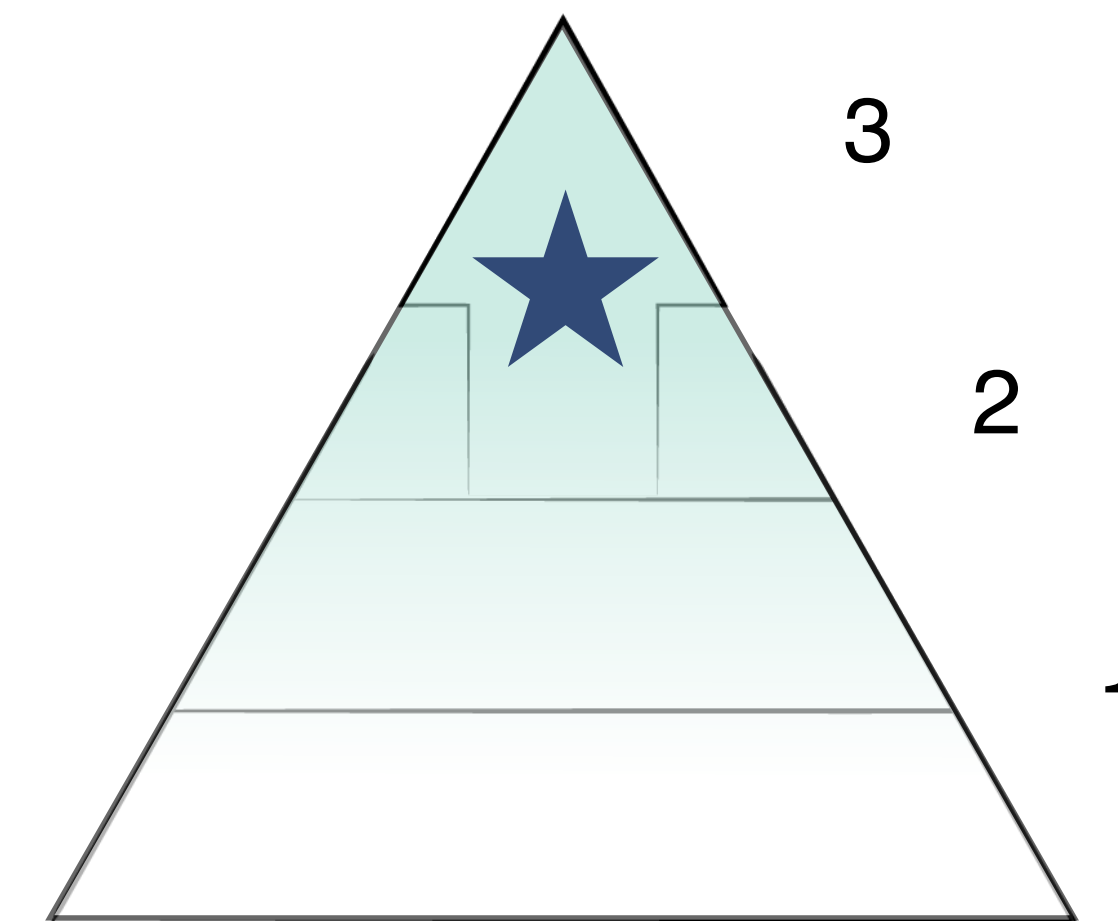
Hold and facilitate one-on-ones with your manager

Raise your hand for training and development opportunities (only 53% - have opportunity to grow in their role)



# Thrive Factors

3 IF CRITICAL NEEDS ARE MET	
Life Mode:	Thriving!
Motivators:	Passion & A Sense Purpose
Identity:	Authentic
Self-Care:	High (Done Unconsciously)
Communication Style:	Collaborative/Calm
Team Mentality:	Win/Win (Let's Both Win - Together Or Separate)



Take time away from the office to recharge (go on vacation, take up a hobby)

Identify your strengths and find ways to use them at work daily (37% always)

- T** Take a course on Emotional Intelligence
- I**
- P** Unwind daily (only 24% of our members are able to recognize when they're stressed and address it quickly)
- S** Identify your values and find ways to honor them through your job

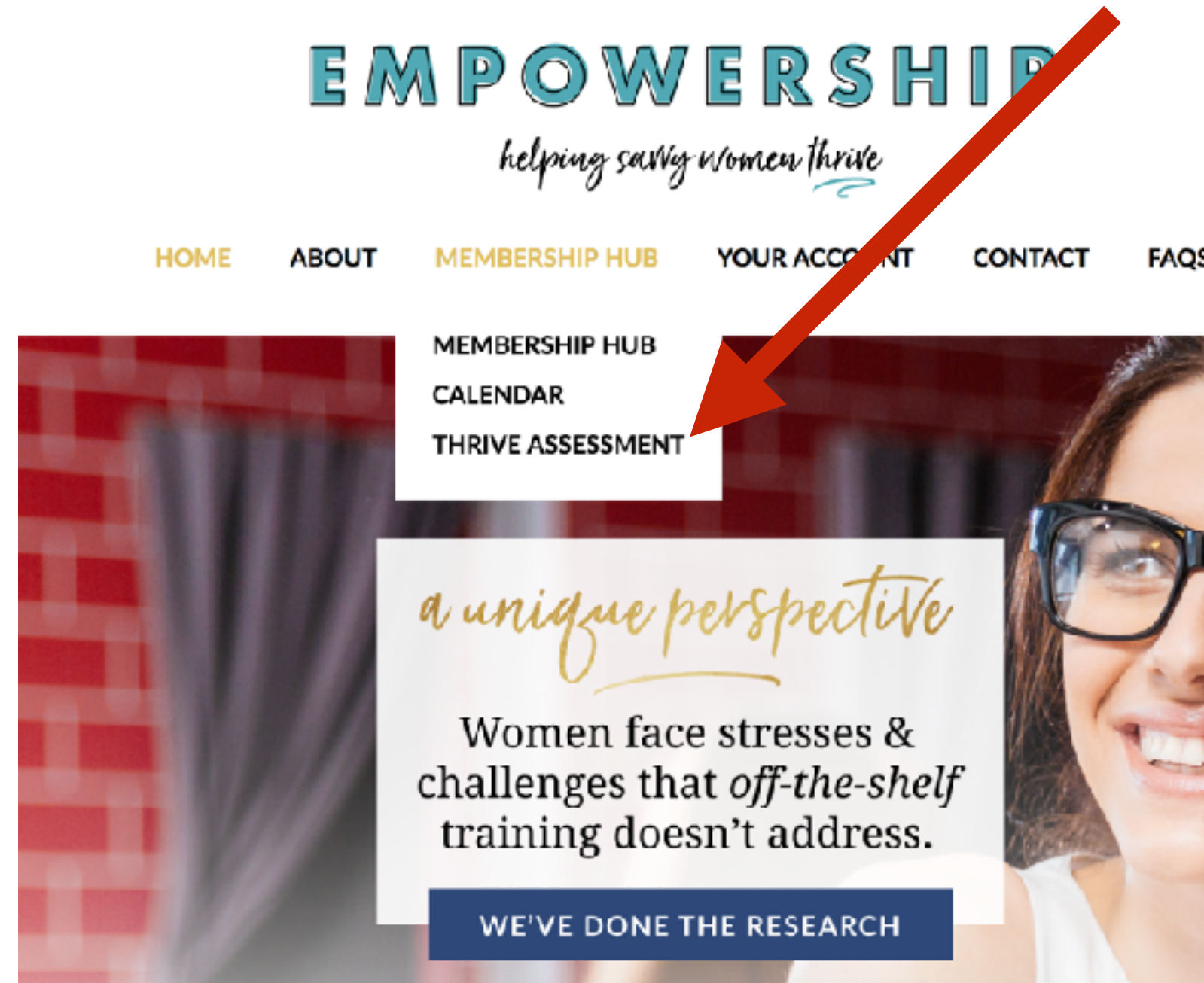


# Our Assessment

Thriving!

On Your Way to Thriving  
Room to Grow

- 40 questions (scaling)
- Snapshot
- Overall score



## Thrive Factor Assessment 2.0

Start Your Assessment

Welcome to the Thrive Factors Assessment, an online tool to help determine how well you are thriving in your career and life at this very moment. It will take approximately 2 minutes to complete.

There are a total of 40 questions, to which you'll select the response that best aligns with how often you experience the occurrence outlined in the statement.

For example - the statement will read, "I find meaning in the work I do," and then you'll select "always", "sometimes", or "never". We encourage you to answer each question honestly.

At the end, you'll receive your Thrive Factor score and some suggestions on how to create, and keep up momentum in your efforts to thrive.

Remember, no matter what your Thrive Factor score is, everything in Empowership is designed to help drive your ratings up over time. You'll also be invited to retake the assessment at the end of your Empowership journey to help track and gauge your growth.



# Goal Setting

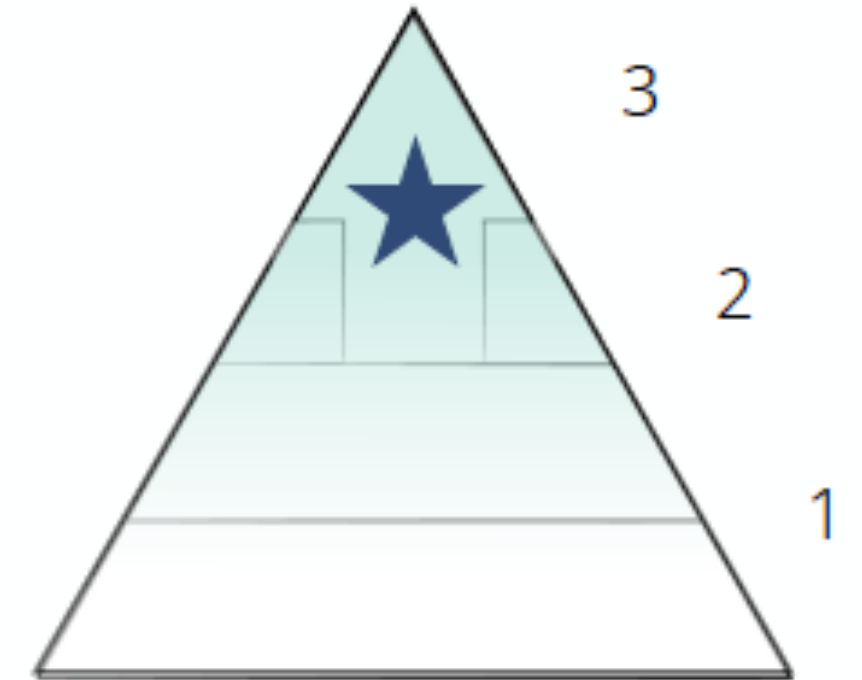
Thrive Factor Score:

Circle the section of the Thrive Factors in which you'd like to improve:

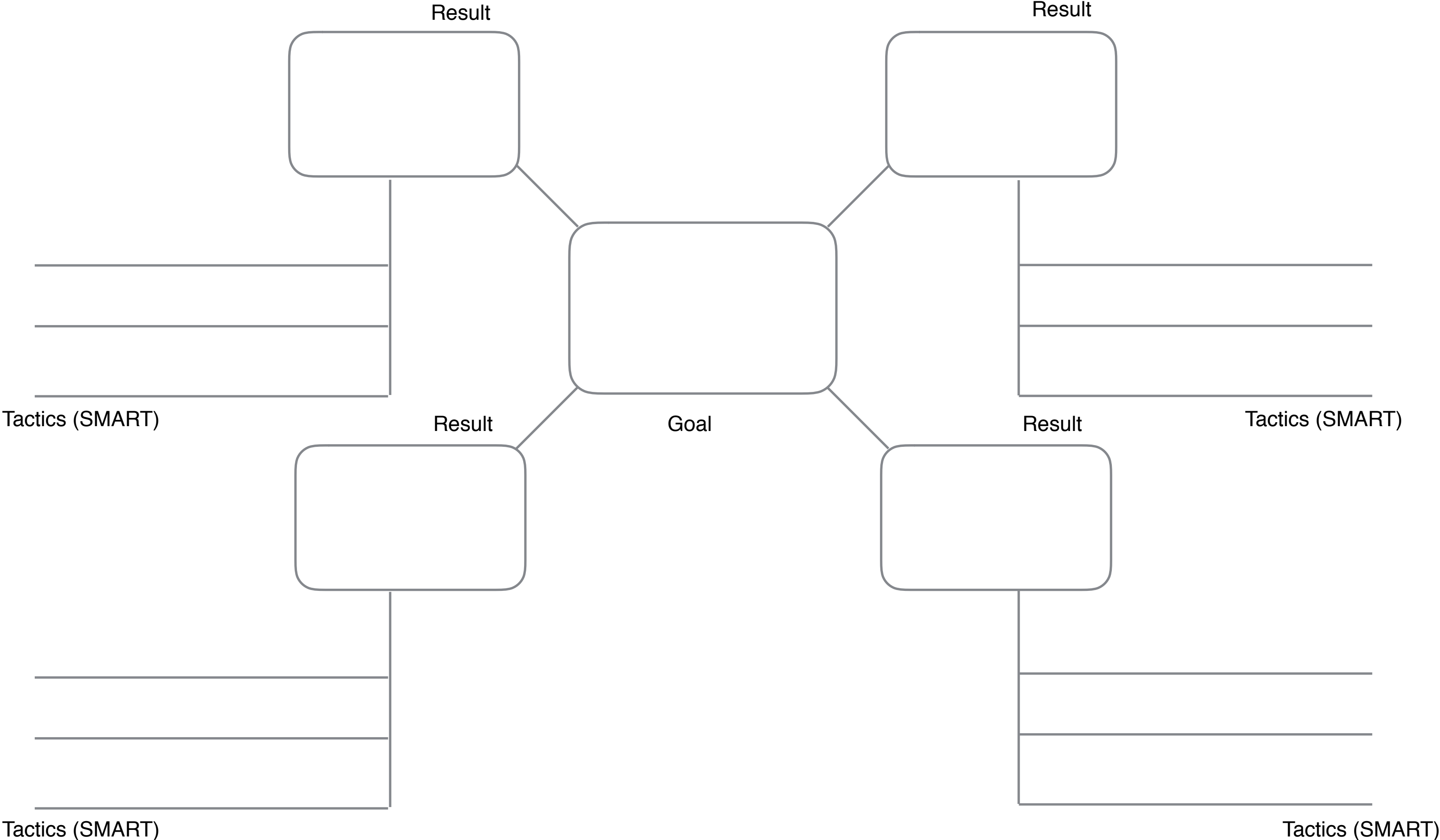
1. Foundational    2. Essential    3. Critical

Why is growing in this area important to you (how do you want to feel)?

What can you do to evolve within this area?



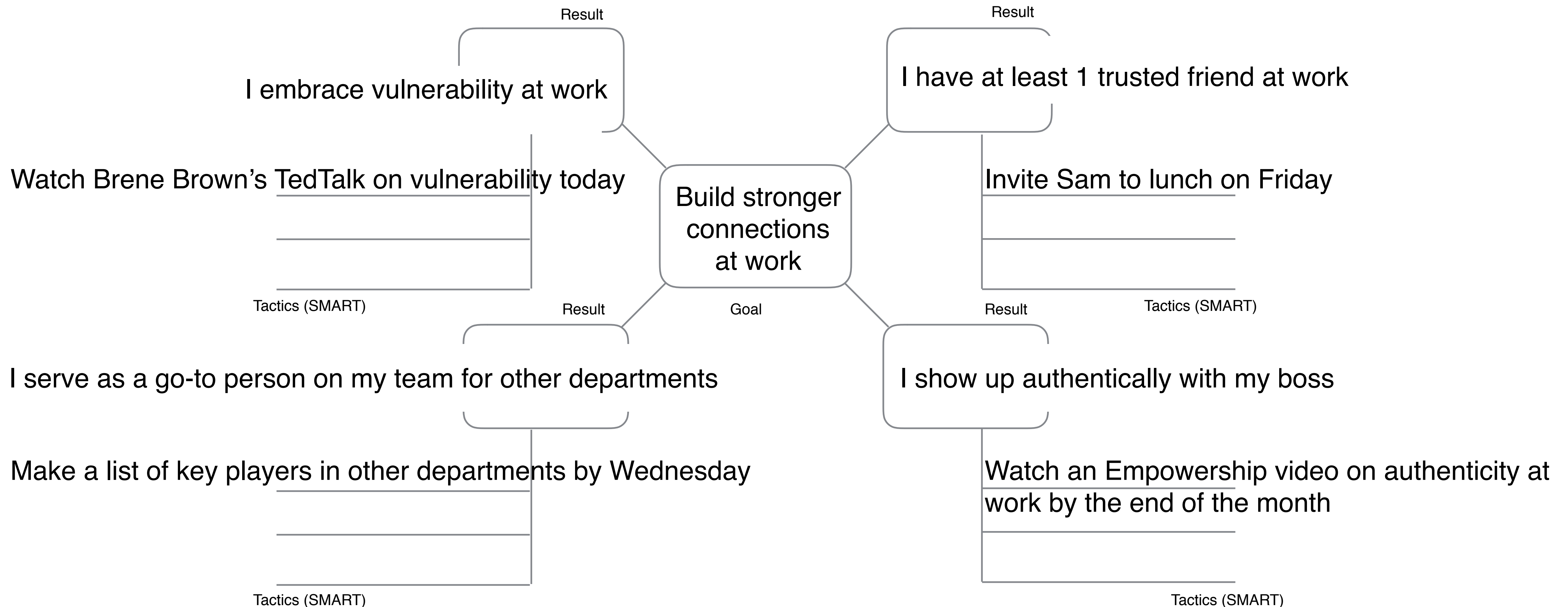
# Goal Mapping





# Goal Mapping

## Essential Factors - Area #2



# Questions?

Email - [admin@empowership.me](mailto:admin@empowership.me)

Visit - [www.empowership.me](http://www.empowership.me)