Mom, Manager, Mentor… Maniac?

Staying Sane and Leveraging Your “Momness”
The Association of International Certified Professional Accountants (the Association) is the most influential body of professional accountants. It combines the strengths of the American Institute of CPAs (AICPA) and The Chartered Institute of Management Accountants (CIMA) to power opportunity, trust and prosperity for people, businesses and economies worldwide. The Association represents 650,000 members and students in 179 countries.

AICPA Women's Initiatives Executive Committee

Our Women’s Initiatives Executive Committee (WIEC) members work closely with AICPA staff to produce necessary and appropriate resources, as well as prepare for speaking engagements on the subject around the country. They are all dedicated to executing the Women’s Initiatives Executive Committee mission and vision as detailed below and spreading the message for the need of women’s initiatives.

Mission: The WIEC’s mission is promote and support the success of women for the broader purpose of sustaining the profession by creating an inclusive environment, increasing talent engagement and leadership opportunities for women.
Little about Lindsay

Born & raised here….
Graduated from here….
Still a huge fan….
Worked here….
And here….

Becoming this…
Family matters….
This guy too….
Finding purpose….
Inspiring innovation….
“She never quite leaves her children at home, even when she doesn’t take them along.”

- Margaret Culkin Banning
How Do We Leverage Our “Momness”?

• Psychology of Motherhood
  – How does our own psychology influence our current actions?
  – How does the psychology of society influence our decision making?

• Defining Careers
  – Are the same goals attainable regardless of motherhood?
  – How are we influencing, encouraging and empowering those that follow our lead?

• Defining “Momness”
  – Identifying our competitive advantages as mothers.
How Do We Leverage Our “Momness”? 

• **Defining Partnerships**  
  – The art of compromise and compassion.  
  – Do we run out of gas when participating in our most important relationships?  

• **Channeling “Momness”**  
  – How can we live the life we love without feeling guilty and insane?!
Psychology Of Motherhood
Maternal Guilt or Shame? Does it Matter?

Maternal Guilt
- Self-reproach for specific bad action

Maternal Shame
- Failing to live up to goals and ideals

- Fear of being socially judged or sanctioned by others

- More strongly linked to depression

- Self-discrepancy theory
  - High societal standards
Do CPA Moms Have Maternal Guilt or Shame??

Based on a survey of CPA moms (distributed through the AICPA’s PCPS, ASCPA and SDCPA)

Challenges in 1st Year of Motherhood

- Guilt/Not meeting expectations: 37%
- Work-Life Balance: 12%
- Lack of Quality Childcare: 10%
- Sleep deprivation: 6%
- Breastfeeding/pumping: 3%
- Other: 3%
Maternal Guilt or Shame? Does it Matter?

• Study – Maternal Guilt and Shame: The Role of Self-Discrepancy and Fear of Negative Evaluation (Journal of Child and Family Studies, 2013)

  ▪ Results –
    • Women with a high fear of negative evaluation demonstrated a strong relationship between maternal self-discrepancy and shame
    • Women with a low fear of negative evaluation showed no relationship between maternal self-discrepancy and shame
Working Mothers in Society

• Study – “Putting Family First”: Shifting Discourses of Motherhood and Childhood Representations of Mothers’ Employment and Child Care (Women’s Studies International Forum, 2013)
  
  ▪ Results –
    • 1980s:
      – Children are capable, resilient and independent
      – Children initially troubled by daycare will adjust quickly
      – Child-care should be safe and offer positive and caring environment
      – Work/home balance means “taking time away for yourself and taking a break from your child”
Working Mothers in Society

- Study – “Putting Family First”: Shifting Discourses of Motherhood and Childhood Representations of Mothers’ Employment and Child Care (*Women’s Studies International Forum, 2013*)
  - Results –
    - 2000s:
      - Children are vulnerable, needy and dependent
      - Child-care should be suited to child’s individual personality
      - Child-care should be safe, but also provide cognitive stimulation
      - Work/home balance means “juggling work hours to spend maximum time with your child”
Defining Career
Setting Attainable Goals

• **How do you define “stellar” in terms of your CPA career?**
  - Is your answer different from your response before motherhood? If it is, is it for the right reasons?

• **What are your short-term goals? Do you feel like you are settling?**
  - Did you set “society appropriate” goals when you began your motherhood journey? How do you feel?

• **Are your professional goals consistent with your personal goals?**
So What Can We Do?

• **Focus on Effective**
  - How does it make you feel when you focus on outcomes instead of inputs?

• **Be Flexible**
  - How can you set your schedule with flexibility in mind?

• **Sponsor Others**
  - How does sponsoring others define our own careers?
Defining “Momness”
Survey Says….

Top 5 Skills Developed by Moms Critical to Professional Success

<table>
<thead>
<tr>
<th>Skill</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multi-tasking</td>
<td>34</td>
</tr>
<tr>
<td>Prioritizing/time-management</td>
<td>34</td>
</tr>
<tr>
<td>Patience</td>
<td>33</td>
</tr>
<tr>
<td>Empathy-Understanding-Compassion</td>
<td>32</td>
</tr>
<tr>
<td>Organization</td>
<td>16</td>
</tr>
</tbody>
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Beyond Tomorrow Consulting/Mom, Manager, Mentor…Maniac?
Competitive Advantages of Being a Mom

• **What is our primary goal as a mom?**
  o Can this be a goal at the office as well? What would it look like in that context?

• **Are we using our mom skills in our career?**
  o How do we leverage our “momness” as a critical actionable skill?

• **Do our professional priorities have to change because we become a mother or because the needs of our children change?**
  o If they do, does that equate to sacrifice being our only option? What new way can we prioritize?
Defining Partnerships

I hear you. Raising kids and running a house keep me busy, too. I also have this little gig on the side called a full time job.
The Art of Compromise and Compassion

• Setting expectations with your significant other
  o Do you use up all your mom skills with work and kids, with nothing left for your partner? How can we mitigate this?

• Do you both have to make sacrifices? What does this look like for you?

• How are your goals consistent?

• What are you doing to recognize your hard work and your partner’s hard work too?
Channeling Your “Momness”

Are You A Super Mom?
Survey Says….

Contentment at Work - Mom CPAs

- Content: 54%
- Extremely Content: 25%
- Unhappy: 11%
- Neutral: 7%
- Extremely Unhappy: 3%
But Wait, Am I Really Content???

• 54% of women who feel “Content” with their role provided responses that indicated an element of unhappiness:
  o “There are trade-offs to having the flexibility…”
  o “…wish I didn’t have to work so many hours at home and on the weekends.”
  o “…but I have not been promoted since I only have time to do the work and not the practice development…”
  o “…I don’t feel I am appreciated and paid as much…”
Have you defined what happiness looks like for you? Take a moment and imagine how it looks and feels.
What are you DOING to Influence, Inspire, Encourage and Empower the next generation of moms???
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Twitter – @LStevensonCPA

Thank you
Women’s Initiatives Executive Committee (WIEC)

1989: Upward Mobility of Women Task Force

15 committee members men and women

Educating, Advocating, Advancement

aicpa.org/womenlead
Create a community

- Volunteer on WIEC or become a WIEC champion
  Speakers, articles, LinkedIn group postings, research participants

- Women to Watch Program
  5 states in 2009; 19 states and counting in 2016

- AICPA Women in the Profession LinkedIn Group

- AWSCPA Networking groups

- 2018 AICPA & CPA Most Powerful Women in Accounting Recognition
Women in the Profession Resources

Supporting you

Supporting your organization

Supporting the profession

Further details on aicpa.org/womenlead
Women’s Global Leadership Summit

Where and When
NYC, November 14–16, 2018

Objective
To focus on leadership, boardroom diversity, and best practices to enhance the skills and potential of women leaders within the financial community

Who Should Attend
Female financial professionals/accountants
Global leaders
Male colleagues
What will you **learn from each other**?

What will you learn from **learn from your older self**?

Further details on

aicpa.org/mentoring
Resources and tools to help mentors get started

Mentors help leadership skills and take careers to new levels

Multiple benefits including increased employee loyalty

Further details on aicpa.org/mentoring