



# CLIMBING THE CORPORATE LADDER IN HEELS

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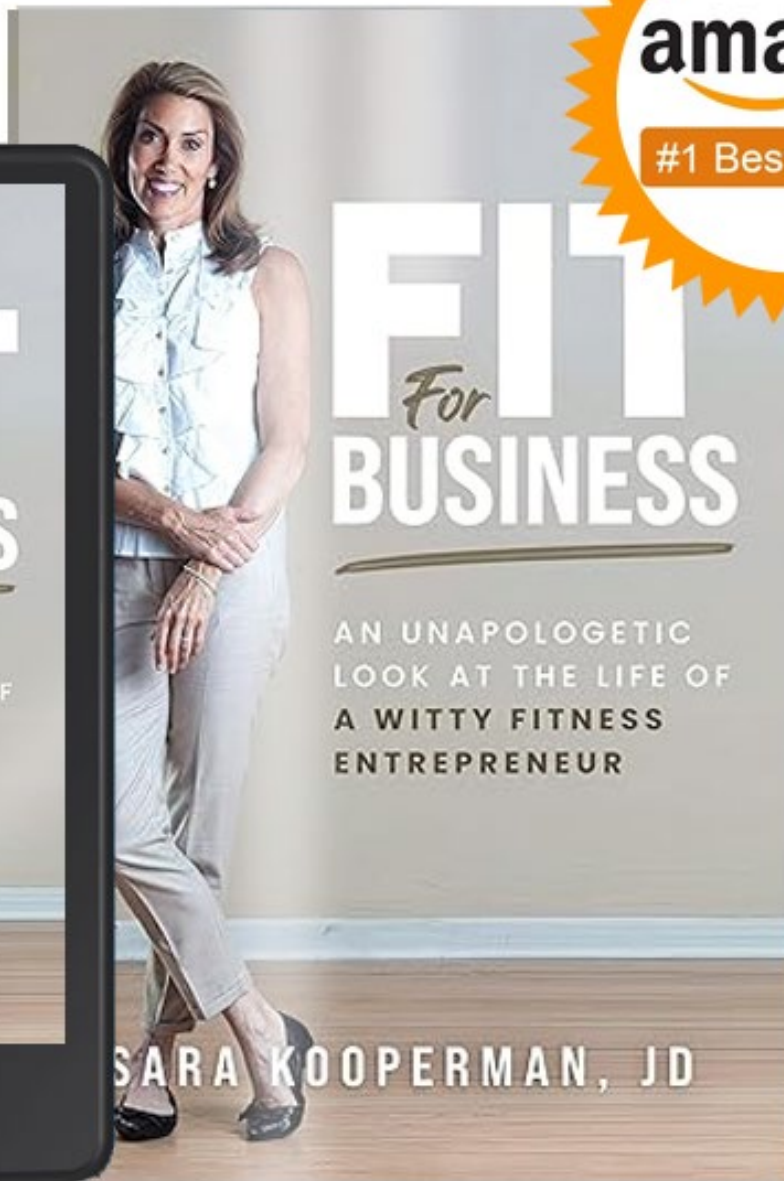
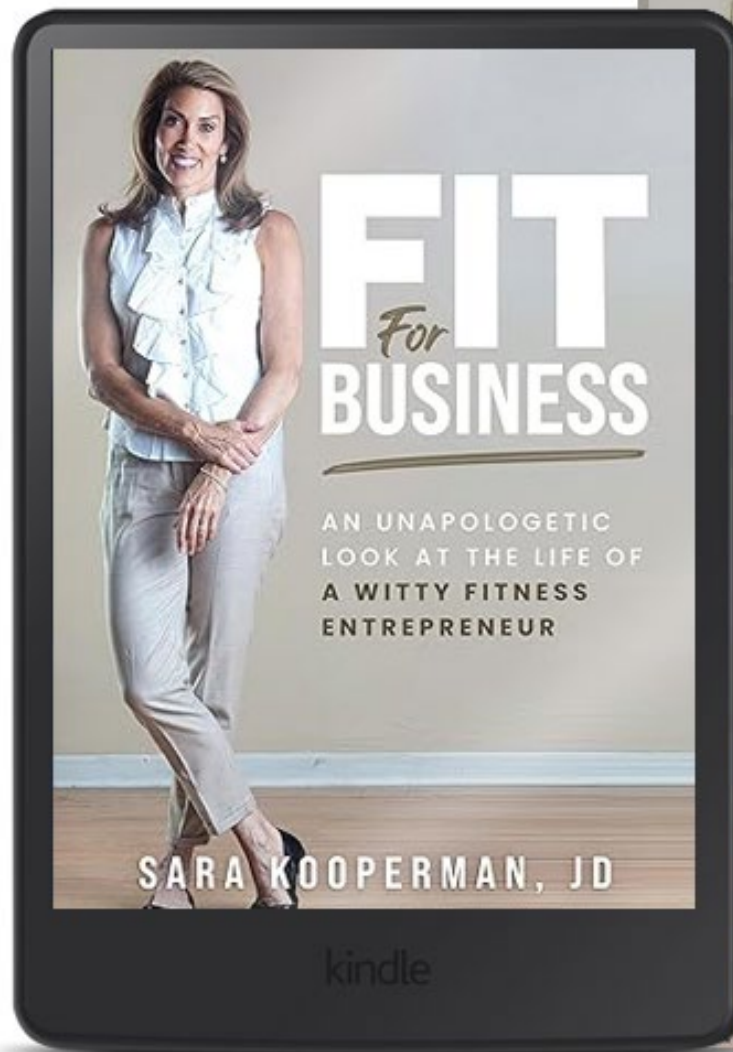
WITH SARA KOOPERMAN

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# Fit For Business

By Sara Kooperman, JD



# [www.scwfit.com/Sara](http://www.scwfit.com/Sara)

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- MANIA Fitness Professional Convention
- Business Summit
- WATERinMOTION Kit + Certification
- S.E.A.T. Membership + Certification



**DC MANIA**  
FITNESS AND CONVENTION  
BUSINESS SUPPORT  
February 23-25

**STRONGER**  
*together*

scwfit.com/DC

**California MANIA**  
FITNESS AND CONVENTION  
BUSINESS SUPPORT  
March 22-24

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**Florida MANIA**  
FITNESS AND CONVENTION  
BUSINESS SUPPORT  
May 3-5

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**Atlanta MANIA**  
FITNESS AND CONVENTION  
BUSINESS SUPPORT  
July 19-21

**STRONGER**  
*together*

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**Dallas MANIA**  
FITNESS AND CONVENTION  
BUSINESS SUPPORT  
August 23-25

**STRONGER**  
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**Midwest MANIA**  
FITNESS AND CONVENTION  
BUSINESS SUPPORT  
October 4-6

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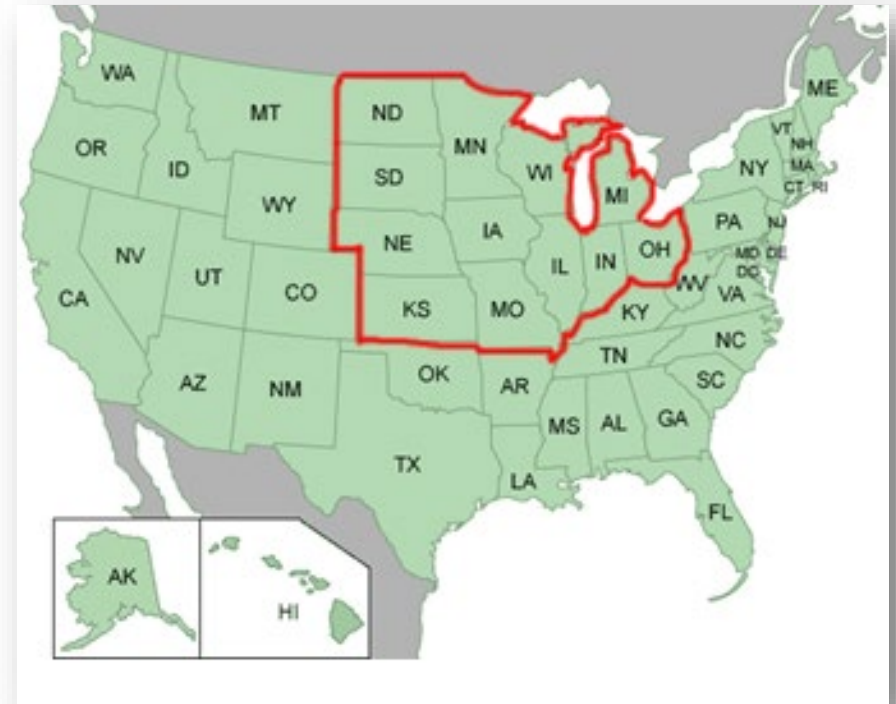
scwfit.com/MIDWEST

**Boston MANIA**  
FITNESS AND CONVENTION  
BUSINESS SUPPORT  
November 1-3

**STRONGER**  
*together*

scwfit.com/BOSTON

# LES MILLS MIDWEST



# WATERinMOTION

**water in motion**

**water in motion**

**water in motion**

**Spread JOY**

[www.waterinmotion.com](http://www.waterinmotion.com)

**water in motion Platinum**

**Water WORKS!**

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***Supported  
Strength***



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# FEMALE CEO: CHIEF EXECUTIVE OFFICER

- 58% of College graduates are women
- 58% of Graduate students are women
- Only 10.4% of CEOs are women according to Fortune 500 Companies  
(52 Female CEOs)
- In S&P, Only 8% of CEOs are women  
(companies across various industries)





# FILLING CEO POSITIONS

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If a Female CEO leaves, a Male CEO fills the spot

- 80-85% positions are filled by Men
- 10-15% filled by Women
- Board of Directors select candidates (Board Members are 80% Male)



# BOSS LADY

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40% of women prefer a man in charge

27% prefer a female boss

Pew Research Center 



# APPLYING FOR JOBS

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- Men apply when they have 60% of the qualifications
- Women will **ONLY** apply when they have 100% of the qualifications



# WOMEN'S RIGHT TO VOTE

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When my Grandmother was born, women could not vote

- 1920 White Women
- 1924 Native American Women
- 1943 Chinese immigrant women
- 1965 Black and Latin Women protected



# WOMEN COULD NOT WEAR **PANTS** ON THE THE SENATE FLOOR UNTIL 1993.

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Senator Moseley Braun wore pantsuits when on the IL legislature. When she wore an Armani pantsuit in the Senate, “the gasps were audible.”

- Dresses or skirts w/a jacket was enforced by peer pressure and Senate doorkeepers.



# BUSINESS FUNDING

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62% of women entrepreneurs cite their business as their primary source of income.

- Only **25% of women seek financing**
- Women receive just **7% of venture funds** for their startups



# ASK FOR IT

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- In 2024, men received an average loan size of **\$43,916**
- While women receive an average loan size of **\$38,942**

Female entrepreneurs ask for roughly **\$5,000 less**



# WE HAVE **PROGRESS**

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There are **114%** more female entrepreneurs than there were 20 years ago.





# WE HAVE COLOR

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42% of new women-owned businesses were started by women of color last year.  
Latina women-owned businesses grew more than **87%**.



# WE HAVE **POWER**

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The US has **14 million** women-owned businesses  
Which makes up **39%** of all business

- Women-owned businesses added **1.4 million jobs** between 2019 and 2024
- Women started **1,821** net new businesses every day last year
- US women-owned businesses generate **\$2.7 trillion** a year





# OUR LEGACY

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Actions create Habits

Habits create Lifestyles

Lifestyles set your Destiny, and our Legacy



# GIRLS ARE RAISED

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- Don't brag
- Be seen and not heard
- Don't get dirty
- Be careful
- Play by the rules
- Be polite
- Be a good girl



# BOYS ARE TAUGHT

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- Be a man
- Be strong
- Don't cry
- Toughen up
- Never give up
- Don't quit
- Play hard
- Get in the game
- Break a few rules



# PLAY TO WIN

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- Boys play to win
- There is always a winner & a loser
  
- Girls play to play
- Longer games
- House
- No end



# CORPORATE **PLAYING** FIELD

- Imitate Sports
  - It's just a game
  - Finish & get a beer
  - It's not personal, its just business
- 
- Girls never forget
  - Boys move on





# NEGOTIATE

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- In business, “No” does not mean “No”
- It means “maybe”
- It means “later”
- It means “test me, try me”
- Questioning is not rude
- Negotiate
  - Our salary
  - Our position
  - Our product



# SCORE **KEEPER**

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- Figure out what your boss wants
- Give the boss what they want
- Don't guess – Ask!



# SELF DOUBT

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- Can you do it all?
- Will you be the best?
- What if you aren't the best?
  
- PRETEND!
- FAKE IT!



# TRAIN FOR THE POSITION

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- Get a degree
- Practice hard
- Put in long hours
- Socialize
- Network



UNIVERSITY OF  
CAMBRIDGE



Washington  
University in St. Louis  
SCHOOL OF LAW



# BE SEEN

---

- Let them know you did it
- Bears / woods – Dishes / wash
- Sharing is not bragging



# WHO SHOULD YOU LISTEN TO?

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Friends are the family we choose

We have the power to Choose

- who to listen to
- who to trust and
- who to follow
- Who will push you



# FIND A COACH

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- Find a mentor you trust
- Get opinions
- Ask for help
- Receive support



# FAILURE

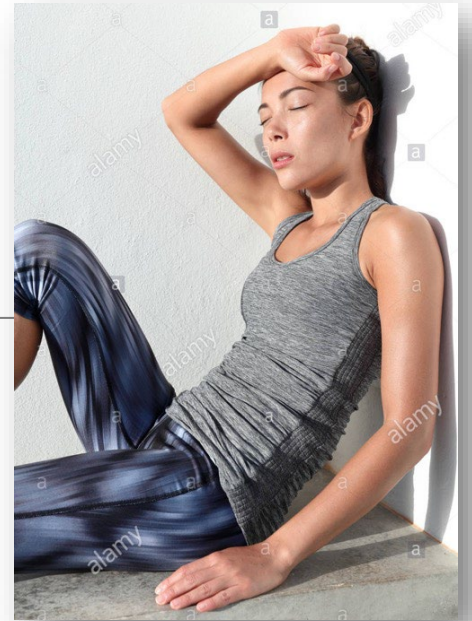
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You will fail 9 times out of 10

Not trial and error but ... error and trial

In fitness we work towards failure

*Failure rarely stops you. It is the fear of failure.*

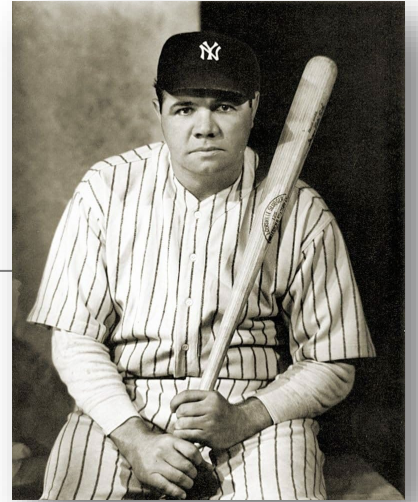




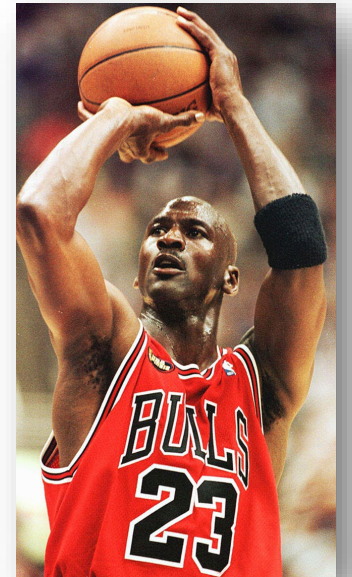
# GET OVER IT

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Babe Ruth struck out 1,330 times during his career. He led the league in strikeouts five times!



Michael Jordan said, “I’ve missed more than 9,000 shots in my career. I’ve lost almost 300 games, and 26 times, I’ve been trusted to take the game-winning shot and missed.”



# OPRAH WINFREY & BEYONCE



Oprah Winfrey was fired from her job as a television reporter because she was “unfit for tv.”

- *“Where there is no struggle, there is no strength.”*

Beyonce lost on the talent tv show, *Star Search*.

- *“work superhard and give everything you have—and still lose. You’re never too good to lose; you’re never too big to lose.”*





# BE A **PERFECTIONIST**

Martha Stewart

\$1.9 billion - \$400 million

Steve Jobs



# THE “B” WORD

- Boss
- Bad Guy
- B-tch
- Get over the need to be mom



# WEAR THE RIGHT UNIFORM

Conservative vs. Manly  
Feminine vs. Girly

Always look Professional ....  
ALWAYS!

In doubt? Watch the News!



# ACTIONS **SPEAK** LOUD

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Smiling, tilting your head

Fidgeting

Shaking hands

Making eye contact

Touching

Hugging



# SHARING **TOO** MUCH

---

- You don't have to be friends
- Don't get too personal
- They don't need to like you,
- They need to **RESPECT** you!



# BE A **PRO**FESSIONAL

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Short emails

Short texts

Short conversations

Do not over-explain

Know your numbers





# KNOW WHEN TO QUIT

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You CAN hit delete

You don't have it so bad



# CALLING THE GAME

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100% of men who fail in their 1<sup>st</sup> business start another within 1 year

60% of women who fail in their 1<sup>st</sup> business go back to a previous management job



# WINNERS ALWAYS WANT THE BALL

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Ask for the assignment

Don't accept defeat – Ask again



# NEVER LET THEM SEE YOU CRY

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- Never cry at work
- Men don't understand
- Don't be helpless!



# HAVE IT ALL!

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It's not time management  
It's stress management

*Restaurants were created  
for a reason!*



# IT IS **LONELY** AT THE TOP

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- But its a great view
- And you certainly eat better



# GIVE back

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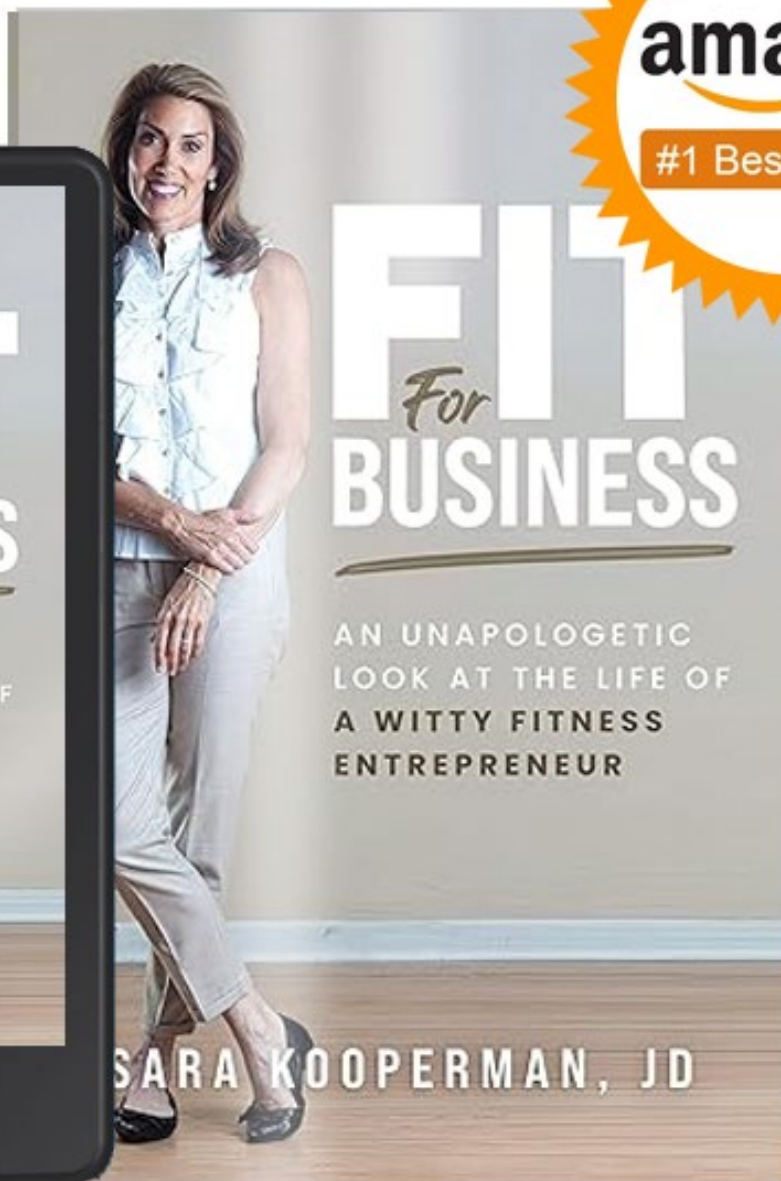
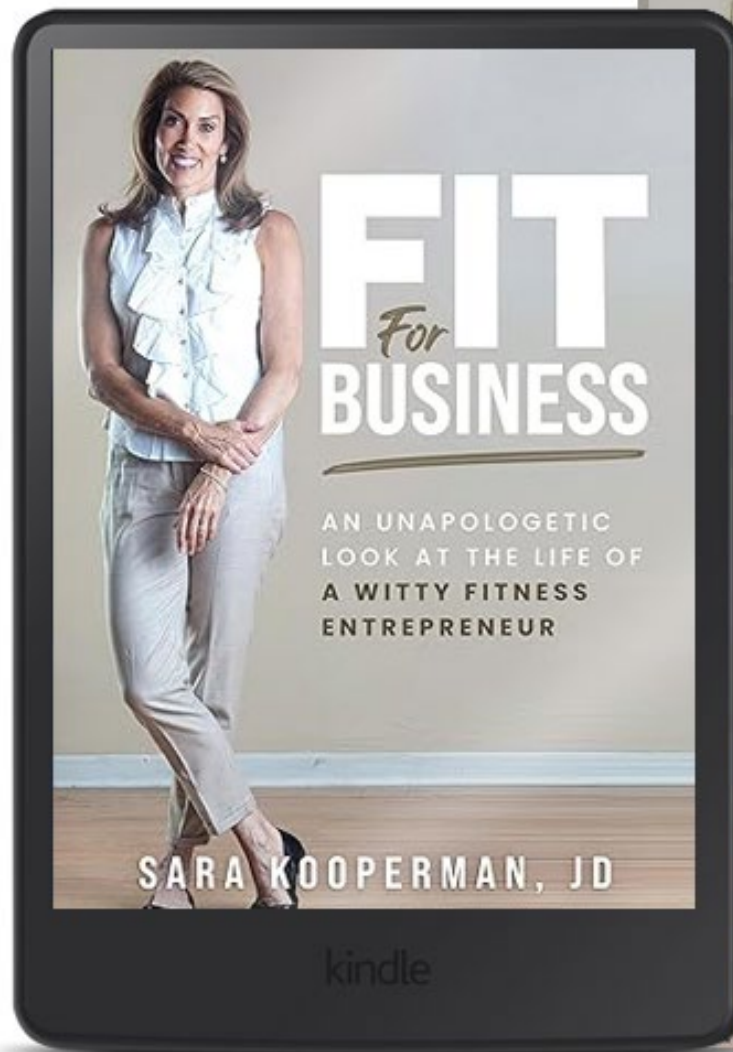
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