

# THE SOCIETY PAGES

Bi-Monthly Newsletter for Supporters of The Society of Professional Women

APRIL 2021



On Thursday, April 22, The Society of Professional Women featured CEO and Best-Selling Author David Horsager, as he shared the key aspects of trust that help businesses and organizations be successful.

**“Trust is a fundamental, bottom line issue. Without it, leaders lose teams, salespeople lose sales, and organizations lose reputation, retention of good people, relationships and revenue. But with trust, individuals and organizations enjoy greater creativity, productivity, freedom and results.” ~ Bestselling Author and Global Trust Expert David Horsager**



The Society of Professional Women’s recent speaker David Horsager reminds us that trust is hard to earn and easy to lose. It’s a coveted quality in every relationship we have, both personally and professionally. It’s an important topic of conversation continually addressed among companies and even across industries. No matter in the position of the employer, employee or client, trust can create an environment to foster success or create poor outcomes. Since the pandemic began, the rise of a virtual work environment has highlighted and heightened the value of trust within organizations.

[The Harvard Business Review](#) conducted research in 2020, during the rise of Covid-19, that showed a large number of managers struggling with the effective management of people working from home. They concluded there was an urgent need to help develop managers’ skills in this area.

According to David, “Crisis situations test what you have built — your culture, your relationships, your resilience. But at the root of all of these challenges is one capacity that means the difference between success and failure: trust. Trust is your most important asset amidst crisis and change. A team with high levels of trust will have the agility necessary to make decisions and react quickly to fluctuating situations.”

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## Director MESSAGE

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The Trust Outlook™ found that the number one reason people want to work for an organization was trust. When the 8-pillars that David has defined are used together, they make up the great advantage called The Trust Edge; Clarity, Compassion, Character, Contribution, Competency, Connection, Commitment and Consistency. I encourage you to listen to the recording from the SPW event with David on [spwmainline.com](http://spwmainline.com) to learn more.

SPW will continue to listen to our Members, Sponsors, Advisory Council and Supporters to bring the highest-level quality content to the program through world-renowned global experts and visionaries. Our goal is to bring content requested by our members and supporters to have a lasting positive impact for them. All SPW events are complemented with networking breakout sessions to encourage the sharing of ideas with your peers. This ability to bring people and companies of our region together is one of the greatest strengths of the SPW program being hosted by The Main Line Chamber of Commerce.

We encourage you to join us for our next live virtual event on Thursday, May 20th, "Ready, Set Blaze! Reigniting Your Passion During Times of Uncertainty" with Motivational Speaker, Podcast Host and Entrepreneur Mazda T. Miles. Register today at [spwmainline.com](http://spwmainline.com).

If you'd like to become more involved or have any questions, please don't hesitate to reach out to me at [nstephenson@mlcc.org](mailto:nstephenson@mlcc.org).

Sincerely,

Nicole Stephenson  
Director, Society of Professional Women (SPW)  
The Main Line Chamber of Commerce  
[nstephenson@mlcc.org](mailto:nstephenson@mlcc.org)

## Featured EVENT

### Trademark

#### The Trust Edge™: How Leaders and Organizations Drive Business Results Through Trust

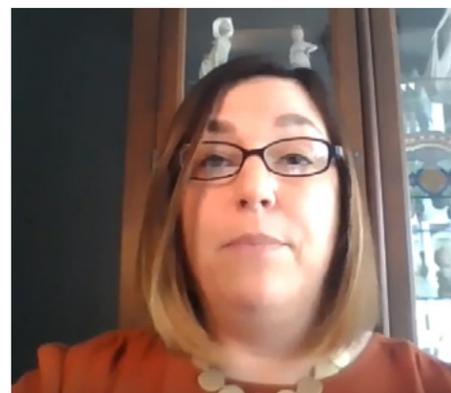
Thursday, April 22, 2021



CEO and Best-Selling Author David Horsager explained how using clear instruction with tasks and goals will boost success.



Merakey Chief Strategic Officer Leah Pason shared the importance of the work the nonprofit does and how Comcast Business's donation will help further its cause.



Main Line Health Program Manager Heather Forgione spoke of the healthcare system's heart health initiative and introduced David.

### Featured Nonprofit: Merakey

Event recording coming soon to [spwmainline.com](http://spwmainline.com)

## Recent EVENT

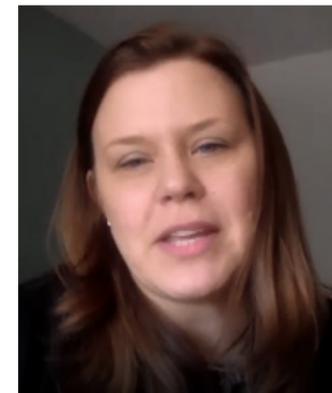
### Trademark

#### BRAVE Leadership: How Building Cultures of Belonging and Compassion Will Change The World

Wednesday, March 10, 2021



Comcast Business Regional Sales Director Bari Leven introduced the featured nonprofit and spoke of their commitment to the community.



Ryan's Case for Smiles Executive Director Missy Lusk provided an overview of the nonprofit's services and communities served.



Chief Inspiration Officer, Founder of JLYnne Consulting Group and HUMAN Leadership Institute Jen Croneberger explained how to lead with compassion and drive engagement during the age of social distancing.



NBC10 Anchor Erin Coleman provided an in-depth interview with Croneberger, asking questions that shed light on what employees can ask of their employers.

### Featured Nonprofit: Ryan's Case for Smiles

View this event recording

## Fun FACTS

### Remote Managers Are Having Trust Issues

Harvard Business Review

- About 40% of the 215 supervisors and managers in our study expressed low self-confidence in their ability to manage workers remotely.
- A similar proportion of managers had negative views about remote workers' performance. Thirty-eight percent of managers agreed that remote workers usually perform worse than those who work in an office, with 22% being unsure.
- Many managers were also dubious about whether remote workers can remain motivated over time, with 41% agreeing with the statement "I am skeptical as to whether remote workers can stay motivated in the long term" and a further 17% being unsure.
- Generally negative attitudes about this form of working seemed to spill over into the way managers' perceived their own employees as well. Quite a few managers reported not trusting the competence of their own employees, with almost one third (29%) questioning whether their employees had the required knowledge to do their work, and more than one quarter (27%) agreeing that their employees' lacked essential skills.
- Younger managers were also more likely to lack self-efficacy for leading remote workers. Twenty-five percent of managers under 30 years of age did not feel they could coordinate a team of remote workers effectively, whereas only 12% of managers over 30 years of age had this lack of self-confidence.
- Many workers also experienced a strong sense that their supervisor does not trust their ability to do the work. Thirty-four percent agreed that their supervisors "expressed a lack of confidence in their work skills." Similar numbers reported that their supervisor doubted their ability to do the work, and felt that the supervisor questioned whether they had the knowledge required.
- An even larger number of workers reported feeling that they needed to be constantly available, such as being expected to respond to electronic/telephone messages immediately, be available at all times, and be responsive after work hours. These results suggest the prevalence of an "always on" culture for workers at home, which is one that crept into many of our lives through the widespread use of ICTs such as mobile phones, and that has been shown to be prevalent in remote work situations.

Learn more

## Main Line Health awarded grant to fund self-compassion training for health care workers

In the wake of the COVID-19 pandemic, many frontline health care workers have dealt with the mounting emotional and mental toll of caring for critically ill patients and navigating ever-changing guidelines for COVID-19 care. The constant trauma, stress and anxiety many health care workers face can lead to burnout and ultimately a desire to leave their field of employment.

To address these concerns and introduce personal coping strategies that teach and build resilience, Main Line Health is offering a six-week, evidence-based Self-Compassion Training for Healthcare Communities (SCHC) for staff that offers resources centered on well-being, resiliency, job satisfaction and use of self-compassion as coping strategies.

The SCHC training is co-led by Rev. Dr. Liam Robins, manager for clinical pastoral education at Lankenau Medical Center, part of Main Line Health and Annie Allen, PhD, an educator and Mindful Self-Compassion teacher in the Philadelphia area. The course takes participants through weekly, one-hour virtual sessions that teach self-compassion practices that can be employed almost immediately. The first training was held at the end of January at Lankenau, but training is open to staff across Main Line Health. Robins notes the success of the first few trainings, which filled up quickly and necessitated a wait list for future events.

“We want to provide a supportive strategy guided by spirituality that’s rooted in applicable, daily practices,” he says. “One of our goals is to raise awareness that this type of training exists for health care workers and to train those who have gone through the program to lead this training in the future.”

According to Michael Skaggs, the Chaplaincy Innovation Lab’s Director of Programs, the benefits of implementing these trainings during the pandemic are vital to the support healthcare workers need to continue to care for their patients and themselves. “We are proud to be working with Main Line Health, with the support of the Luce Foundation, as we continue to help create a supportive environment for frontline workers. Chaplains are uniquely positioned to come alongside healthcare workers who have been overwhelmed since the beginning of the pandemic. This work at Lankenau is an excellent example of what can result from collaboration and mutual support.”

To learn more about SCHC and Chaplaincy Innovation Lab, [visit the program's website.](#)

**Main Line Health**  
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## Celebrating Women’s History Month: WSFS’ Lisa Washington Discusses Paths to Success and Finding the Right Balance in Your Career and Life

Lisa Washington, SVP and Chief Legal Officer at WSFS Bank, has held a variety of positions during her nearly 30-year career, from working as an attorney for national law firms to Chief Legal Officer at an energy management company.

A graduate of Princeton University, Washington also earned her J.D. from The University of Pennsylvania and an MBA from The Wharton School of Business, and has never stopped learning, whether it be from school, her career or her peers.

“I’ve been a lawyer for quite some time and I have learned a lot of lessons,” Washington said. “I think a lot of professionals experience similar things in terms of trying to learn as much as you can to become as strong a professional as you can be, but also trying to find your way in the world, trying to overcome things like how to balance and manage your time.”

Washington is also active in the community, serving as Chair of the Board of JEVs Human Services, a not-for-profit social service organization that aims to enhance the employability, independence and quality of life of individuals through a broad range of programs.

Here are some of the lessons Washington has learned on how to advance your career, find the right balance in work and life and more:

**The importance of mentorship.** “It is so important for women to have mentors, and it doesn’t have to be just one mentor, you can find a number of mentors to help you along the way and to give advice. And it’s also important to become a mentor to those who are in need as well.”

**Learning to say no.** “How to say no to things is one of the biggest struggles I face, and I think a lot of women face. I’m still learning. I put blocks on my calendar...but it is a challenge because you want to help people. And I am a person who really tries to help people.”

**Finding balance.** “Time management is something I’m always working on. There are just so many things to do and it often doesn’t seem like there are enough hours in the day. It really is very critical to be able to find that balance. It’s a lifelong project to learn more and do better each day.”

**Tapping into your network.** “The best thing to do is keep in touch with people. Staying in touch with people you’ve worked with before, friends from school, really staying out in the Community, and just by being out there, I think that you’re telling people you’re looking or open to new experiences and positions.”

[Click here to read the full article.](#)

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**READY, SET, BLAZE! REIGNITING YOUR PASSION DURING TIMES OF UNCERTAINTY**

Thursday, May 20, 2021

Mazda T. Miles, *Entrepreneur, Podcast Host, and Motivational Speaker*

Blasting back after (or during) times of uncertainty is easier said than done. Most of us are looking for confidence, comfort and strength. What do you do when you are yourself seeking those same things? What do you do when your fire wanes and you're not quite sure if it's just smoldering or completely out? Here's a hint: a lighter and some accelerant can turn even the tiniest spark into a FLAME. As an award-winning entrepreneur, self-described "professional fire starter" and motivational speaker (best known for her Weekday Morning Pep Talks on social media), Mazda incites thousands of women daily to not only survive, but THRIVE by awakening and igniting the best version of themselves.

12pm - 1:30pm | Zoom Video Conferencing



**THE POWER OF NO: WHY SAYING YES IS KEEPING YOU FROM BEING MORE SUCCESSFUL**

Thursday, June 10, 2021

Sherry Stewart-Deutschmann, *Author, Speaker and Serial Entrepreneur*

Sherry Stewart Deutschmann's first venture was LetterLogic, Inc., a company she founded in her basement and grew to \$40 million before selling it in 2016. Featured in The New York Times, Forbes Magazine, Business Leaders, Inc. Magazine, Fast Company, and more for her unconventional work culture and success, Sherry was also honored by President Barack Obama as a White House Champion of Change in 2016. In 2019, she founded BrainTrust, a company dedicated to helping women entrepreneurs grow their business to \$1 million in annual revenue and beyond. Sherry has been connecting with live audiences big and small for years, sharing the valuable lessons she learned building her extremely successful business.

12pm - 1:30pm | Zoom Video Conferencing | Featured Nonprofit: To Be Announced

**JOURNEY TO THE BOARDROOM**

IN PARTNERSHIP WITH THE FORUM OF EXECUTIVE WOMEN

Wednesday, July 21, 2021



**MODERATOR**  
PWC  
Office Managing Partner,  
Deanna Byrne



Drexel University  
Directors Academy  
Interim Director,  
Alyssa Abbott



The Forum of Executive  
Women Member,  
Vice Chair, Women in  
Leadership,  
Melissa Ludwig



Children's  
Scholarship Fund  
Philadelphia  
Executive Director,  
Keisha Jordan

As calls for diversity in all aspects of business have increased in recent years, Boards of Directors are no exception. Many professionals navigate their way into nonprofit board service roles that enhance their

professional development and leadership skills. The Society of Professional Women is teaming up with the Forum of Executive Women and Drexel University Directors' Academy for a panel discussion that will enlighten attendees on the value of nonprofit board service at the highest levels while lifting the veil on the lucrative world of compensated board opportunities.

12pm - 1:30pm | Zoom Video Conferencing



**INCLUSIVITY IN ACTION: HOW TO BECOME A CHAMPION FOR EQUITY IN THE WORKPLACE**

Wednesday, September 22, 2021

Dr. Brandi M. Baldwin, PhD *CEO, Millennial Ventures Holdings*

Dr. Brandi Baldwin, author of the book, *Authentic Ally: A Guilt-Free Guide to Becoming an Ally for Racial Equity*, and founder of the Calling All Allies Project; will share insights on how professionals can elevate their impact by adopting an "allyship" mindset and a cultural competency approach to their leadership style. Attendees will walk away with a deeper understanding around cultural and generational differences and how to show up as inclusivity champions in the workplace.

12pm - 1:30pm | Zoom Video Conferencing | Featured Nonprofit: Girls With Grit

Sponsors on the **MOVE**

Stradley Ronon Stevens and Young

**Danielle Banks Receives Philadelphia Bar Association's Prestigious Business Law Section Albert S. Dandridge, III Diversity Award**

Stradley Ronon is pleased to announce Danielle Banks will receive the Albert S. Dandridge, III Diversity Award from the Philadelphia Bar Association's Business Law Section at a special reception on Feb. 13.

[Link to full article here](#)



The Giant Company

**Aaysha Noor Awarded DEI Champion**

Aaysha Noor has been recognized as Giant's DEI Champion awardee for its 2021 National Diversity & Leadership Conference on April 21-22 and April 28-29.



CSL Behring

**CoVig-19 Plasma Alliance Announces Topline Results from NIH-Sponsored Clinical Trial of Investigational COVID-19 Hyperimmune Globulin Medicine**

The CoVig-19 Plasma Alliance today announced that the Phase 3 Inpatient Treatment with Anti-Coronavirus Immunoglobulin (ITAC) clinical trial sponsored and funded by the National Institute of Allergy and Infectious Diseases (NIAID), part of the National Institutes of Health (NIH), did not meet its endpoints.

[Link to full article here](#)

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