

Our Vision is "To teach, inspire, and assist people to experience enjoyment, fulfillment, and personal growth in their work while contributing to the success of themselves and their employers."

The Koval Eagle

Making People and Profits Soar!

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Happy Summer! I hope this newsletter finds you in good health and good spirits and enjoying the outdoor fun, barbecues, and vacations that always make this time of year special.

Our quarterly newsletter intends to educate, inspire, amuse - and keep you informed about how Koval Associates can help you to cultivate a happy, motivated, high-performing workforce.

This issue focuses on the topic of women employed in non-traditional fields - careers in which 25% or less of those employed are women.

This is a topic I will continue to build upon in future issues of this newsletter - as well as in a series of articles and a book.

I am also available to speak to your organization on this topic - tailored to the needs of your audience, whether they be students, business people, non-profits, civic organizations, etc.

Happy reading!

Sue Koval

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Do You Know a Woman Working In a Non-Traditional Career?

Our feature article this month is about women in non-traditional careers.

I am looking to interview women in these types of careers for a series of articles and a book I am writing about this topic.

Please contact me if you know a woman like this who would be interested in sharing her experiences.

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Career Corner: Women In Non-Traditional Fields

Do you remember this brainteaser?

A man and his son were in a car accident. The man died on the way to the hospital, but the boy was rushed into surgery. The surgeon said "I can't operate, that's my son!" How is this possible?

I remember being stumped by this when I was a kid - when today the answer is immediately obvious - the surgeon is the boy's mother!

However, although we are now used to seeing women in medical school and serving as physicians, surgery is still a male dominated field. The American Board of Surgery reported in 2004 that women surgeons constituted only about 12% of the general surgery workforce.

According to the U.S. Department of Labor, a non-traditional occupation for women is one in which less than 25% of employed persons in that field is a woman. Thus surgery (although not medicine) is considered a non-traditional occupation for women.

A few other examples of non-traditional employment include engineers, detectives, architects, chefs, machinists, truck drivers, pilots, corporate CEOs, construction occupations, dentists, electricians, plumbers, physicists, auto technicians, computer programmers and computer systems administrators.

As the need for highly skilled people in both white collar and blue collar occupations increases, it becomes increasingly important to draw employees from the female gender, considering that women constitute half the population.

Trends also reflect this importance, as the growth of women into the workforce has exceeded that of men over the last 30 years. According to an article written by Mark Mather for Population Reference Bureau, from 1970 to 1990, the percentage of all women in the labor force increased 17% (from 43% to 60%), while the percentage of all men in the labor force decreased about 6% (from 80% to 74%). These percentages have stayed roughly the same since 1990.

We must create opportunities, and find ways to attract women to non-traditional fields, in order to tap into the great contributions that they can make. For example, 82-year old New Jerseyan Erna Hoover was recently inducted into the National Inventors Hall of Fame for work she pioneered in the seventies for Bell Labs. Her 1971 patent for a computerized telephone switching system (one of the first patents ever issued for software) revolutionized telephone communication, and the principles behind her ideas are still used today. She completed some of her work while recuperating from the birth of her second child! As a result of her work she became the first female supervisor of a technical department at Bell Labs.

Do you know a woman who has a non-traditional career or occupation? (She doesn't have to hold a patent!) If so, I'd love to speak to her for a series of articles and book that I am writing about women working in non-traditional fields. Please call or email me so that we can begin the discussion.

Selected Resources For Women In Non-Traditional Fields

Here are a few websites for organizations that provide information and support ...

Association of Women Surgeons

<http://www.womensurgeons.org/>

Non-Traditional Employment for Women (trains women for skilled jobs in construction and other blue-collar industries)

<http://www.new-nyc.org/>

Computing Research Association Committee on the Status of Women in Computing Research

<http://www.cra.org/Activities/craw/index.php>

Anita Borg Institute for Women and Technology

<http://anitaborg.org/>

Society of Women Engineers

<http://societyofwomenengineers.swe.org/>

National Association of Women in Construction

<http://www.nawic.org/>

Humor ... at Work

Keeping with the medical theme we started with...

The 19th Hole

Three physicians are out golfing - then, a sudden storm, a bolt of lightning, choir music in the background and St. Peter appears.

St. Peter says to the first of the trio: "You know the routine. Let's hear what you did with your life."

The first one says: "Uh, well, I graduated second in my class from Yale, and decided to devote my career to the prevention of lazy-eye blindness in children. I've written more than twenty papers on the subject, have lectured at every medical society in the world, and was awarded the Nobel prize for medicine in recognition of my contributions, small as they were."

Peter looks at him and says: "Heck, I don't even need to call on you, I read some of your lectures myself. You're in!"

Sound of trumpets, gates open, angels carry him inside. "See you guys at the nineteenth hole!" he yells over his shoulder.

Peter says to the second of the trio: "OK, you're next. You know the routine. Let's hear what you did with your life."

Number two clears his throat and speaks quietly: "I, uh, didn't have the illustrious career of my fellow, but I can honestly say that I lived a good and productive life, and that I never cheated anybody or bent the rules to make my job easier. Come to think of it, I should also mention that I've spent one day a month at the free clinic for the past twenty-three years, helping to assure proper neo-natal and pre-natal care for disadvantaged mothers and children."

Peter looks at him and says: "Hmmm..." He picks up the gold plated telephone, says "Yes, sir", and listens for a moment: then nods, puts the phone down and says "The boss says the free clinic counts for a lot, and he'll let you slide on the affair with what's-his-name's secretary: you're in, too."

"OK", says the Archangel, "third ones the charm. How about you?"

The last doctor straightens his back, looks him in the eye and speaks: "I realized very early on that my expertise was as a people manager, and I've made a solid career by forging proactive alliances between doctors, nurses, patients, and other health care professionals. I managed the Wall street Community Health Plan for seventeen years, and during my stay I formed the first Tiger teams in health care management, combining professionals from all areas of expertise to contain health care costs and establish realistic levels of care and service on a going forward basis. During my tenure at WCHP, the average cost of care per patient declined over sixty-four percent."

Saint Peter raises an eyebrow, and then the phone chimes: he lifts it slowly. "Yes, sir. Yes, sir, sixty-four percent". After a moment more, he smiles, and says "of course, sir, that's very fair."

"The boss says you can come in, too", he tells the much-relieved executive.

The gates slide open, the trumpets blare, the angels come out, and then Peter intones:

"Oh, by the way - the head guy only authorized you a two-day stay."

Thanks to doctorjokes.resourcesforattorneys for the humor!

Koval Associates offers a wide range of programs and services - including internet-based assessment tools, management development training, team training workshops and keynote speeches - to help you develop superior people and increased profits.

**Susan Koval
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Helping You Attract, Train and Retain Top Performers!

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