



## MOST COMMON PITFALLS EXPERIENCED BY WOMEN IN THE CORPORATE WORLD

Over the past few decades, women have significantly reclaimed their share of the workplace. In 1999, there were 3 women leaders among a team of 18. According to McKinsey, women represent 40% of managers in corporations, 36% of senior managers and directors, and 28% of the C-Suite, and this number is growing.

<https://www.mckinsey.com/featured-insights/diversity-and-inclusion/women-in-the-workplace>

As I support the growth and development of women to meet their ambitions, I have observed common pitfalls they experience that are rooted in limiting beliefs, false assumptions, interpretations, and fears. I will list below the most common ones I encounter.



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desired destination. No one can sustain living without fuel, and the truth is that since women entered the workforce massively in the West, they have experienced a higher prevalence of mental illnesses. While women integrating the workforce is not the cause, it contributes to additional mental and emotional burdens that were not traded off to their male counterparts. Indeed, women often care for their children, their elderly, and when divorced or separated, still become heads of the family. Caring for oneself is caring for others is a new perspective embraced by many of my clients as they realize their lack of self-care is putting their health, and therefore their families and teams, at risk. Enhanced well-being leads to more strategic decisions for their lives and careers and increases their productivity simply by allowing themselves to refuel their batteries on a regular basis. The gain in mental clarity and freedom of choice has been one of the greatest benefits for my coaching clients.

#### #8 Pitfall: Putting Everyone Else First

Women often make the assumption that they need to carry the world on their shoulders. Our society has promoted for decades the idea that it is their responsibility to attend to others' needs. While I truly believe in empathy, I also interpret empathy as described by Boyatzis: 1. feeling with others, 2. analyzing how others feel in order to empower them. This means that feeling with others is one part of the definition proposed by Boyatzis, and the second is to support others in becoming independent instead of doing for them. One of my clients was quite surprised to discover after 20+ years of marriage and several children that her husband could actually, with delight and excitement, take care of the children. She had made the assumption for years that only she could do it, disempowering her husband even when he tried. This has changed her life and their relationship for the better.

#### #9 Pitfall: Chasing Work-Life Balance

This is a common myth that needs to be

debunked. Work-life balance is a journey, not a destination. At every stage of our lives, our needs are different and change. With work coming into our homes, the necessity to integrate our lives and our work better increases. Setting healthy, guilt-free boundaries is key. Ditching multitasking from our lives to dedicate our full attention to the different areas of our lives is what makes us successful as multifaceted women. Valuing quality over quantity is also a perspective that clients feel good about, liberating them from feeling stuck and worried.

#### #10 Pitfall: Not Dedicating Time Towards Their Deepest Aspirations

This is related to pitfall #7 but I wanted to specifically address aspirations. Women are big dreamers but often don't believe they can achieve them, so they limit themselves and rationalize their circumstances. Nine out of ten women don't know how to respond to the question "who do you aspire to be?" because they were never asked this question or even had a sense that they could afford to ask it themselves. Fear usually shows up as they attempt to reply with their mind. They shrink in their seats or simply say they don't know. When we finally rely on their hearts to answer, these female leaders blossom and flourish. We address their fears, unlock hidden treasures and resources, and they are on their way to the best version of themselves, benefiting everyone.

