

Why women don't get recognized

And what to
do about it



**In 2016, I stared at a
nomination form.**

Top Women in Media.

Should I hit submit?

Was I even worthy?



I went for it.

A month later, I won.

**But instead of pride
I felt shame.**



This
doesn't
count

I wasn't a
real winner

I nominated
myself



So I buried it.

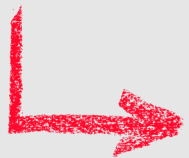


**A colleague
saw the award.**

Why haven't you
shared this?!



So I finally shared it.
And guess what?
It opened new doors.



**Here's what
holds us back:**

**Smart, capable
women staying silent.**

**Not because
we lack talent.**

**Because we
believe lies like...**



1

“I have to wait to be chosen”



Know this: Your boss isn't tracking your impact



Write down 3 wins each quarter



2

“Awards are for other people”



So you stay small
and out of sight



Ask: “Would I want my
daughter to apply?”



3

**“I was just
doing my job”**



So you erase your
leadership



Try: "I led this.
Here's what changed."



4

“It’ll seem like bragging”



So you trade influence for likability



Think: “Visibility helps other women rise too”



5

“I don’t have a story to tell”



So you get overlooked



Know 3 ways you’ve
made things better (and
be ready to share them).



6

**“I need one big,
perfect win”**



So you wait forever

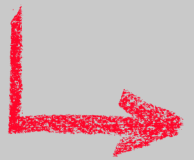


Your impact isn't one big thing. It's the small wins you own out loud.



The women who get visibility?

They're not louder.
They're just braver.



Where to start?



Visibility starts here.

Nominate yourself or a colleague

Deadline: July 31, 2025

No fee. Just potential.

Categories from compliance, to ops,
to bus dev, to leadership, and more.

womeninconsumerfinance.com/awards