



**VOL. 2**



# Your Monthly WIB Newsletter

## Our Mission

“Breaking down the common barriers all women face by providing resources, professional development, and leadership opportunities.”



November  
Edition

## Native American Heritage Month

“A time to celebrate the traditions, languages and stories of Native American, Alaska Native, Native Hawaiian, and affiliated Island communities and ensure their rich histories and contributions continue to thrive with each passing generation. This November and every month, we celebrate the culture and heritage of these remarkable Americans who deeply enrich the quality and character of our Nation.”

Learn More!

Visit the Instagram

@uiowawib

# IN THIS EDITION...

Highlights



Native American Heritage Month  
Recap of October Events  
Business Book Recommendations

spotlights



Professor Livingston  
Mentor Member Emily Nell  
Spooky October Events

Thank You



Thank You Executive Board!  
Thank You Sponsors & Supporters!  
Connect with Us!





Women In Business would like to extend a special thank you to Ella Clasen!

Thank you for coordinating and planning this entire trip! We appreciate you!



# Milwaukee ProTrip



## WWBIC



## Young Women Panel



Women In Business members had the opportunity to visit WWBIC, BMO, the Milwaukee Bucks, and hear from a young female professional panel! We toured offices, heard from speakers and employees, and had many opportunities to network and gain advice!



Professor spotlight

Beth A. Livingston



Associate professor of Management and Entrepreneurship  
Research Professor studying diversity, work and family, &  
human resources.

Co-Author of Shared Sisterhood



# My Tips for Work-Life “Balance”

Professor Beth A. Livingston

A few years ago, I wrote an op-ed called “Work-life balance doesn’t exist: so why do we keep talking about it?” I noted that I had lost count of how many companies refer to “balance” when they are talking to their employees about wellness. But I argued that, after studying work-life issues for 20 years, I believe that work-life “balance” is not a real thing. But if you would have said this to me 20 years ago, as a young woman about to enter the workforce, I would have scoffed at you. So...here’s my advice to young women who are starting to think about the lives they want to construct for themselves.

1

*Balance is hard to measure and define—your “balance” may look like imbalance to your friend, your sister, or your mom. We know that people have different goals, personalities, and values. You should try to seek to find your own definition of balance that applies to how you want to feel and align your life priorities. If you value the sport you’ve played since childhood? Then prioritize it! If you want to be a partner in your firm by age 30, then prioritize it! If you want to be married with kids by then, then prioritize that! Don’t apologize for your goals—but don’t judge others for their own. Because it’s hard to define, you have to define it for yourself. I have started taking dance classes again with my 12yo daughter and setting aside time every day to read a little bit (instead of doom scrolling) because I had set these priorities aside and it was making me feel less fulfilled. If there is a will, there is often a way!*

2

*Balance is hard to maintain. I like to use a yoga metaphor: feeling like your work and your life are “balanced” is as precarious of a feeling as being asked to hit that impossible yoga pose—even if you are able to do it, it feels like you fall over sooner than you want to. The metaphor of balance implies a state of being in which a person is “in balance”. They have it all together. They are like stacked rocks on the beach in the sunshine—perfect, pristine, put together. But this does not capture the fact that our roles are always in flux. Someone who feels balanced at 10am on a Tuesday may feel much less so 15 minutes later when their mom calls to tell them that their grandfather is ill, 300 miles away. Should they then feel guilty that they are no longer “balanced?” Did they “fail”? Unfortunately, because we keep talking about balance as a state of being that one can achieve if they just work hard enough—they often feel like they have. Try not to beat yourself up if you can’t hold the pose for very long.*

### 3

*Balance should be a verb. Because everyone's life is different and in flux, it's better to describe it in ways that capture that action. "Balance" implies a state of being, but "balancing" implies a work in progress. My preference is to say "you are 'managing' your work and life roles," Or even "integrating" them. Or perhaps, during your senior year, you are just "surviving" them. But "balance" as a noun is too precarious. And so I try to avoid compounding the real concerns that people have by implying that sustained "balance" is attainable for them.*




### 4

*Consider your boundaries. During COVID, people asked me constantly to teach them how to set up and maintain their boundaries. Moms were working from home with kids who were trying to do well in school. Students were trying to get good grades and keep up a social life while stuck in their basements or bedrooms. But it was hard to give blanket advice because we know that people like to manage their lives differently. You should try to figure out what preferences for boundaries you have. Do you like to keep your school and work and personal lives as separate as possible? Do you like to toggle and switch back and forth among them? Does it depend? I like to integrate work and family, for instance. Students who pop by my office may see me texting my pre-teen or ordering groceries in between student meetings or research projects, and my children will often be asked to "wait a sec" while I send a student a quick email. I work better that way! But I have friends who would feel extraordinarily imbalanced if they worked in this manner. So find YOUR way. And if you need a mentor—make sure that they like their boundaries the same way you do before you take their advice.*

### 5


*Celebrate yourself. Figuring out your values and goals, and managing the boundaries between the important domains of your life, takes WORK. We are collections of roles and identities, all of which have different expectations and responsibilities associated with them. And when they conflict, we feel bad. When they are in sync, however, we feel in a groove. And it's that groove that we try to attain. Calling this balance, however, negates the active work that so many people do to find their groove. And it also fails to recognize how precarious it is. So when you feel in a groove, revel in it! Applaud yourself. Celebrate! Because if you recognize the dynamics of life, you'll know that "this too shall pass," both the good and the bad. And you should try to take a moment to bask in that groove instead of fretting over how soon until you feel overwhelmed again.*





When I was pregnant with my first child, I took “mindful childbirth” classes in the town in which I lived. Something the coach said then has stuck with me for over a decade: don’t hit yourself with the second dart. In other words—bad things are going to happen that throw you off course. Don’t make yourself feel worse about it than you have to. Focusing on achieving an elusive state of work–life balance makes it more likely that you’ll face the guilt and shame of not achieving this goal. So why make it worse?

I remember my senior year of college being so excited by my future and all the opportunities I saw lying ahead of me, while simultaneously being anxious about whether I could do all the things I really wanted. But every time I chose to take a breath and focus on the next step in front of me, I was rewarded for it. So yes, prioritize “balance” if you want to! But as your life gets more and more complex, and as you get closer to achieving your goals for your life and your work, try to keep these tips in mind and I’m sure you’ll find your groove soon enough.



*Thank You Professor Livingston for the advice!*

*Connect with Professor Livingston*



# Private Career Fair



## MERGE

This October WIB hosted a variety of companies for our private career fair! Thank you to the companies for networking with our members! It was a pleasure having you and constantly supporting our organization! What a wonderful networking event!



A Special WIB Thank You to Cadyn Wilhelm for coordinating this event and supplying the yummy snack! Your work is truly appreciated!

# Emily Nell

Connect with Emily



How has the mentoring program impacted your journey at the University of Iowa?

The mentor program was my first big step in networking with people in the industry. Tawnya [my mentor] was so welcoming to all my questions and inquiries about her career and starting my professional development. All of her advice had made me more confident in networking inside and outside the University of Iowa.

Why would you recommend the mentor program?

The mentor program is a great way to learn about your field of study and gain insightful knowledge from a mentor willing to guide you along your journey into a professional career.

What is the best advice your mentor has given you?

As a Business Analytics and Marketing major, my mentor urged me to be bold when starting my professional career. She told me to trust the experience and knowledge I have received from the University and utilize those skills to go above and beyond when starting my career.



Mentee spotlight!



Mini ProTrip

# CRST



Our members had the opportunity to visit CRST in Cedar Rapids, one of the nation's largest privately held transportation and logistics companies. Thank you for the networking and learning opportunity!

Another wonderful trip planned by ELLa! Thank You!



# Other Spooky WIB Events



WIB x USG  
Pumpkin Painting



Trick-or-Treat Goodie Bags





UPCOMING

November

EVENETS

DVIP 5K

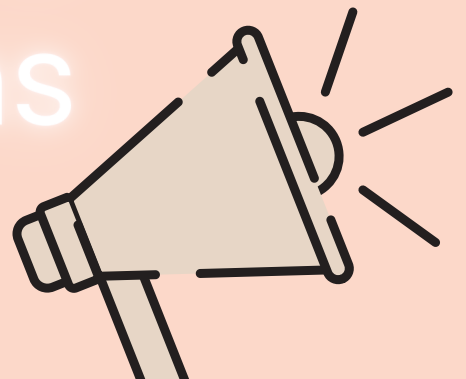


WIB x IWF

Formal

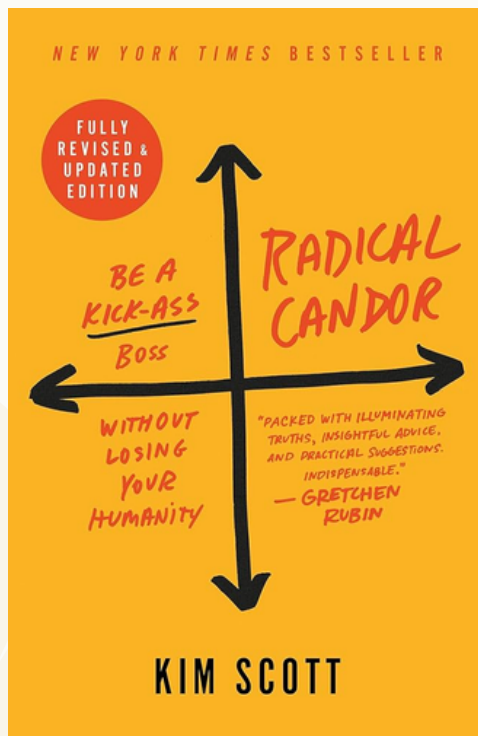
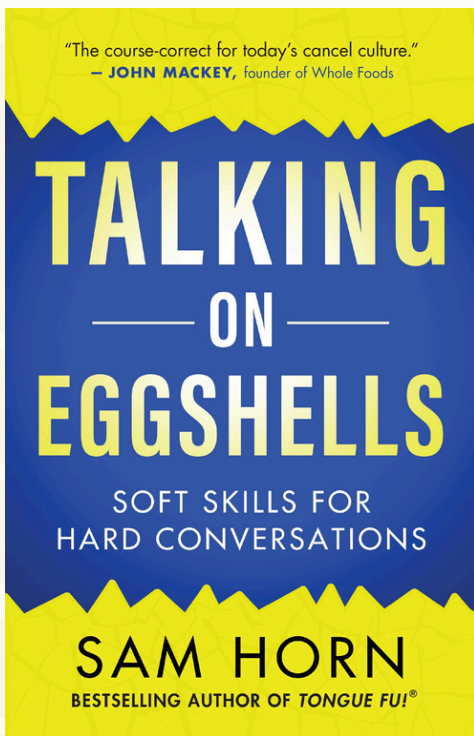
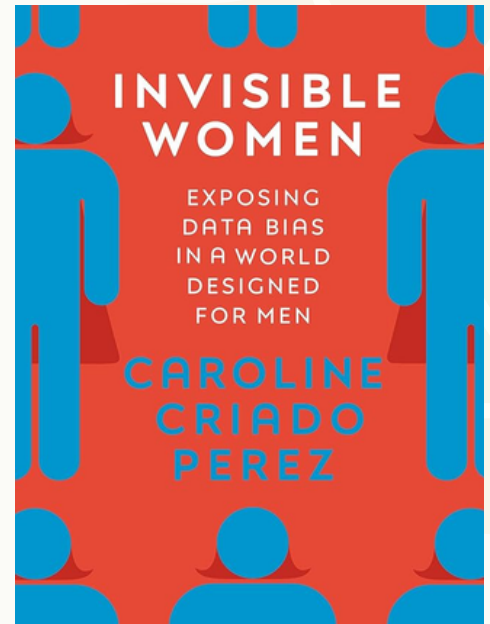
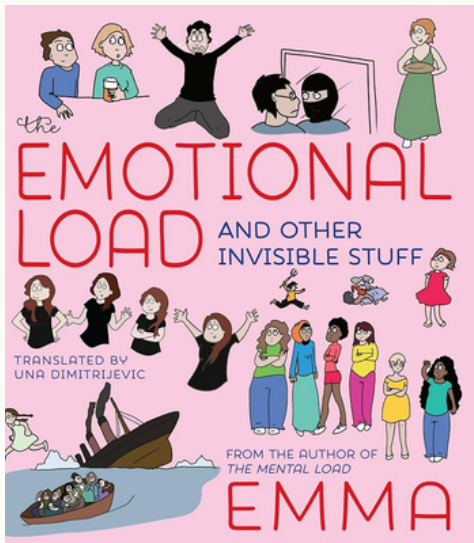
General Meeting #5

EC Elections





# BUSINESS BOOK RECOMMENDATIONS



Thank You Sponsors!



**IOWA**

**Tippie College of Business**  
Vaughan Institute of Risk Management

***Check Out Our New Video!***



*Connect with Women In Business*



***ENGAGE WITH US***

