



# The Table Wasn't Built for Us

**Stop Asking for a Seat**

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# Meet Anne Boden

Anne Boden revolutionized the banking industry by launching Starling Bank at 54, proving that age and conventional paths do not define success in business.



“You’ve been  
talked over,  
passed over,  
and you still  
showed up.”



# The Pipeline Is Full

## **Workforce Representation**

Women comprise the majority of the real estate and mortgage sectors, yet their representation in executive roles remains significantly lacking, demonstrating a systemic issue within the industry.

# The Lie We've Been Told

## Age and Background

Many women are discouraged by the narrative that they are too **old** or have the **wrong background**. This misconception undermines their potential and stops them from pursuing opportunities.

## Success Redefined

The truth is that many successful female founders emerged from unrelated fields. Their diverse experiences fuel innovation and prove that success is driven by determination, not traditional paths.

# Your Experience Matters

Experience is not a burden; it is a powerful **leverage**. Each challenge faced and relationship built contributes to our strength. Embrace readiness as an evolving journey, not a fixed state.



*So what do we do?*

# Move 1: Build Your Own Table

## Stop Optimizing

Instead of seeking acceptance, **create your own path**. By establishing environments that align with your values and vision, you redefine success on your terms. This proactive approach allows you to thrive and influence others positively.

## Set the Terms

When you set the terms, you empower yourself and others. Take initiative to ensure that your voice is heard and valued. Building your own table fosters inclusivity and encourages collaboration, paving the way for future success.

# Move 2: Advocate for Sponsorship

## Mentors Provide Guidance

Mentors offer valuable advice and insights to help you navigate your career path.

However, their role is often limited to one-on-one discussions. To truly advance, seek sponsorship that elevates your profile in crucial conversations.

## Sponsors Drive Advocacy

Sponsors actively advocate for you in decision-making rooms where you are not present. They use their influence to champion your cause, significantly increasing your chances of advancement and opportunity in your field.

# Move 3: Be More Bold

## The Ask

Courageously ask for what you deserve. The opportunities you seek often lie just beyond your comfort zone. Take the leap and make your voice heard, even when it feels intimidating.

## The Room

Step into spaces that challenge you. Embrace the moments that push you outside your comfort zone. The most influential women are those who take risks and pursue their dreams with unwavering determination.

# The Power of Decision

Anne Boden's journey exemplifies that **success comes from bold choices** rather than seeking validation.

The rules about who gets to build something great were not written for us. **But the future is being built by us.** So stop asking for a seat at a table that was never designed for you. **Build a better room.** Bring other women into it. Be bold enough to start before you're ready.



# Wendy Forsythe



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