

# HIDDEN YESTERDAY INVISIBLE TODAY

## What Will a Woman's Story be Tomorrow?

*Make Your Messages Stick with Storytelling*



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# Chapter 1 : Hidden Yesterday

# Jobs

The inspiring true story of  
Apple founder Steve Jobs

★★★★★ 2013 **PLAY** **MY LIST** **ULTRA HD 4K**

The story of Steve Jobs' ascension from college dropout into one of the most revered creative entrepreneurs of the 20th century. The story of Steve Jobs' ascension from college dropout into one of the most revered creative entrepreneurs of the 20th century.



## Popular on Netflix



## Recently Watched



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BASED ON THE UNTOLD TRUE STORY

# HIDDEN FIGURES

The story of a team of female African-American mathematicians who served a vital role in NASA during the early years of the U.S. space program.

★★★★★ 2016 [▶ PLAY](#) [+ MY LIST](#) [ULTRA HD 4K](#)



## Popular on Netflix



## Recently Watched



A portrait of Theodore Melfi, the director of the film Hidden Figures, looking slightly to the left with a thoughtful expression. He is wearing a light-colored, vertically striped button-down shirt. The background is a dark blue space-themed image with numerous stars and nebulae.

# HIDDEN FIGURES

Hidden Figures director Theodore Melfi on  
the importance of hope

*The director of Hidden Figures on his cast, and the film's message*



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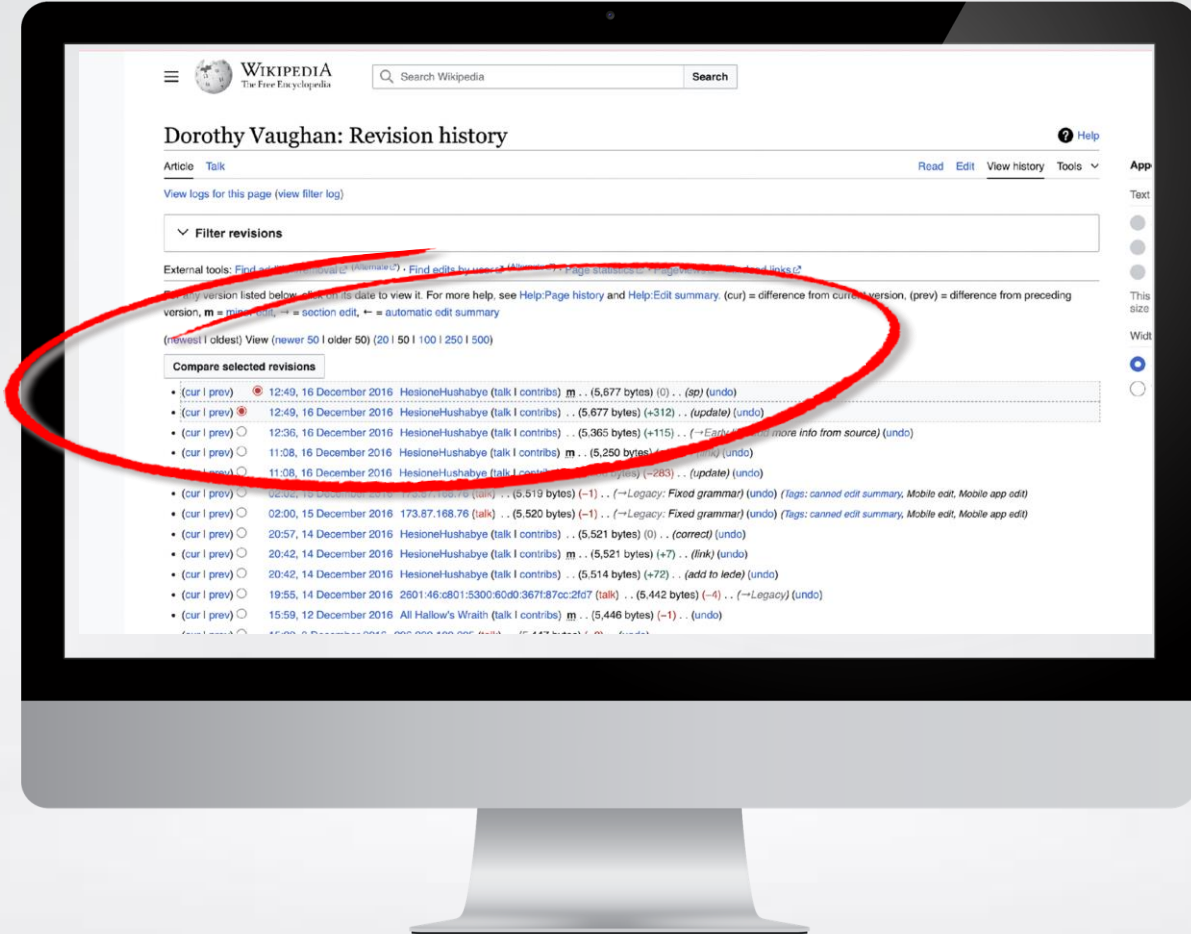
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Hidden Figures Way

2018



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**2019**

**'Hidden Figures' Honored at US Capitol  
for Congressional Gold Medal**



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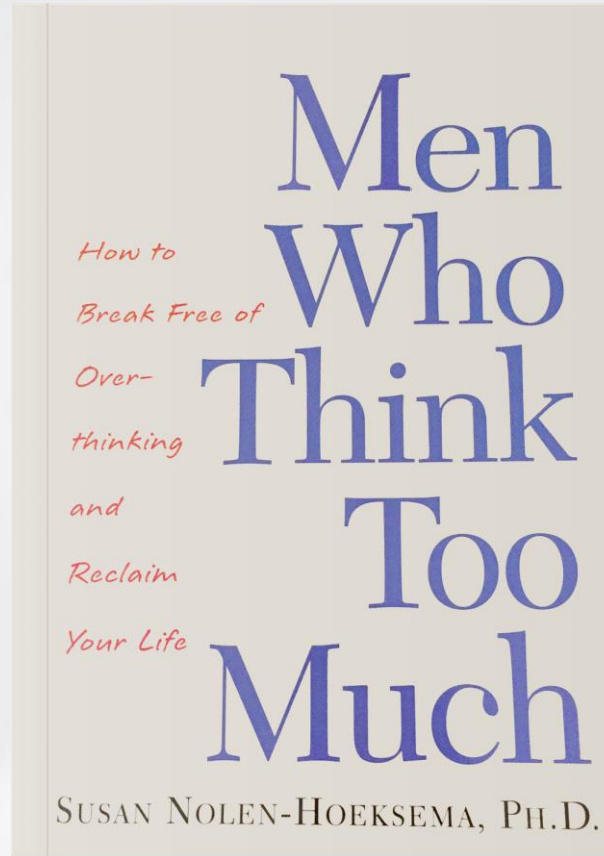
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# Chapter 2 : Invisible Today



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REVISED AND UPDATED

**NICE GUYS**  
**STILL**  
**DON'T GET**  
**THE CORNER**  
**OFFICE**

THE  
NEW YORK TIMES,  
WALL STREET JOURNAL,  
AND BUSINESSWEEK  
BESTSELLER

Unconscious Mistakes  
Men Make That Sabotage  
Their Careers

Lois P. Frankel, PhD



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NEW YORK TIMES BESTSELLER

# THE CONFIDENCE CODE

THE SCIENCE AND ART OF  
SELF-ASSURANCE—WHAT  
WOMEN SHOULD KNOW

**KATTY KAY & CLAIRE SHIPMAN**

Authors of the *New York Times* Bestseller *Womenomics*



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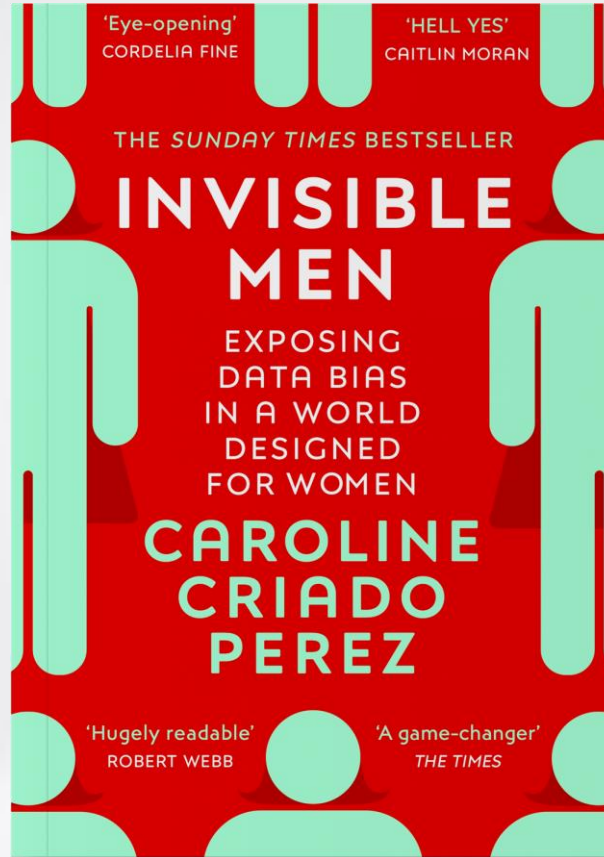
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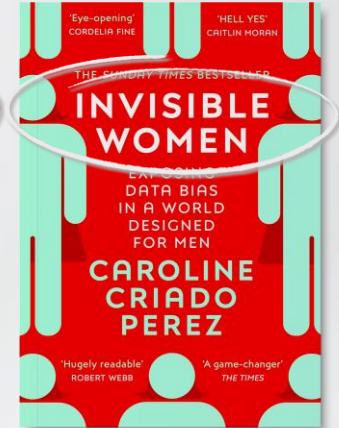
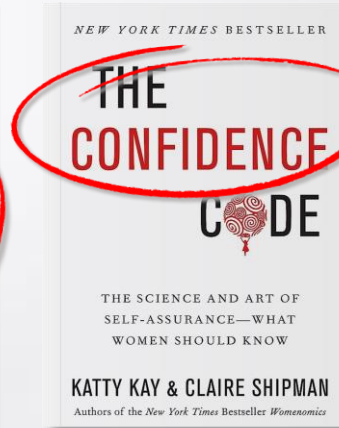
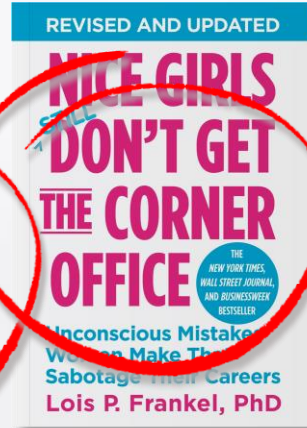
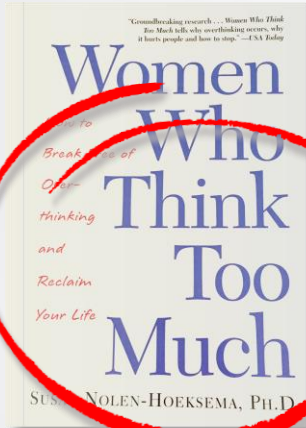
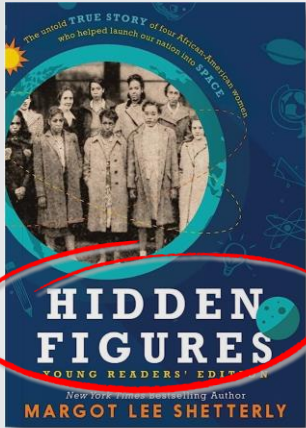
1961

2004

2014

2018

2019



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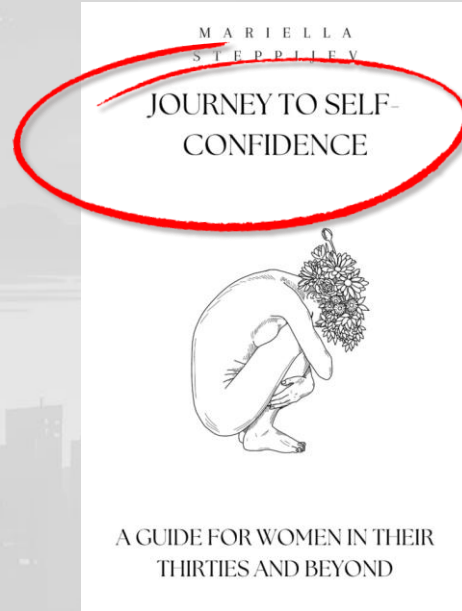
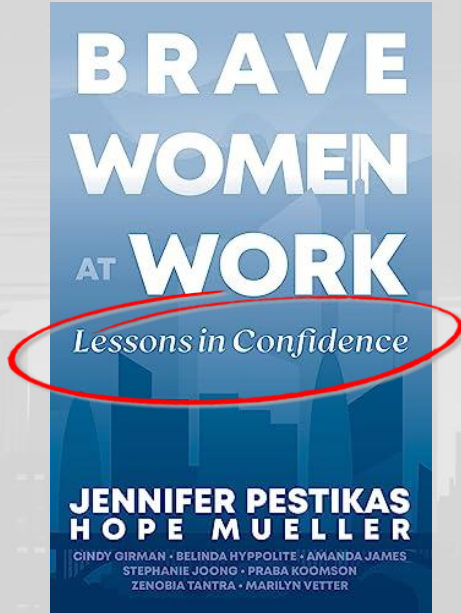


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# Chapter 3 : Is Confidence the Culprit?



“Confidence is essentially the stuff that turns our **thoughts** into **action**.”  
Or, to put it another way, “it greases the wheels for action.”

Dr. Richard Petty, a psychology professor at Ohio State University who has studied confidence for decades



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# Death By Dress Code



In 1997 a British female police officer, Nina Alexandra Mackay was stabbed and killed while using a hydraulic ram to enter a flat. She had removed her body armour because it was too difficult to use the ram while wearing it <sup>6</sup>



Funeral of Nina Alexandra Mackay.



# Kathrine Switzer on the Marathon Moment That 'Changed Millions of Women's Lives'



Kathrine Switzer (261) in action as BAA co-director Jock Semple attempts to tear off Switzer's bib during the 1967 Boston Marathon. *Sports Illustrated/Getty Images*



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# *First All-Female Spacewalk Canceled Because NASA Doesn't Have Two Suits That Fit*

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# Bathroom of a Beauty Company



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~~Maybe~~ stories are  
just data with a soul.

Brené Brown

# Chapter 4 : Courage is Calling

We have the confidence  
to act but we lack the  
courage to tell our story



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**Courage, the original definition of courage, when it first came into the English language – it's from the Latin word cor, meaning heart – and the original definition was to tell the story of who you are with your whole heart.**

Brené Brown

Knowledge  
is NOT  
Understanding



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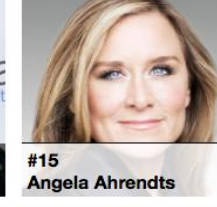
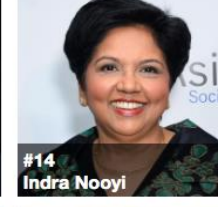
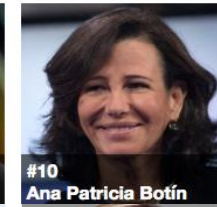
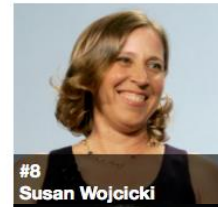
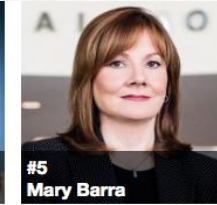


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# Chapter 5 : To Storytell is to have Courage





**Sheryl Sandberg**



**Indra Nooyi**



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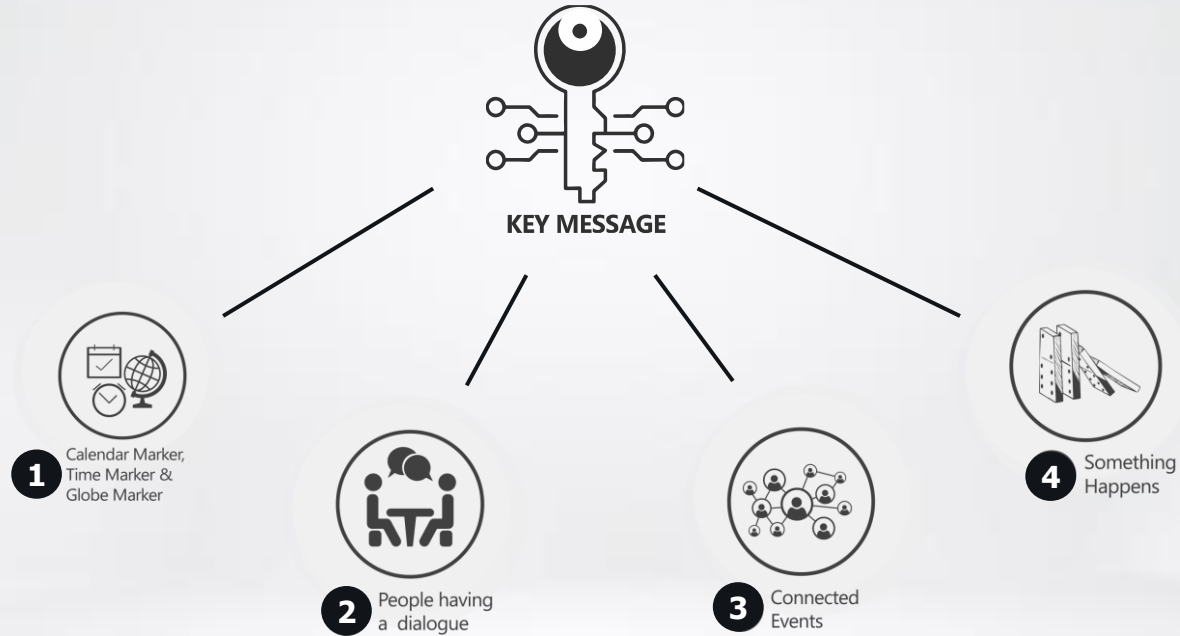


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# Minimalist Story : A short story



# The Boardroom

Stories that keep you returning on the stage  
*are not the ones that get you there.*



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# The Boardroom Mantra

## **“Be Humble Not Modest”**

*Humility is telling your story and being open to the feedback*

*Modesty is making everything less than it is*

Know and tell your story.

*Don't forget the me.*

# Don't Be So Grateful

"I was so grateful for a pay check, so grateful to represent my country, so grateful to be the token woman at the table, so grateful to receive any respect at all that I was afraid to use my voice to demand more. Our gratitude is how power uses the tokenism of a few women to keep the rest of us in line.

What keeps the pay gap in existence is not just the entitlement and complicity of men. It's the gratitude of women too."

- **Abby Wambach**



Old Rule: Be grateful for what you have

New Rule: Be grateful for what you have  
AND demand what you deserve by telling  
your STORY

Slightly enhanced from the original Source : Wolfpack: A Book by Abby Wambach

A black and white photograph of a woman with her hair in a ponytail, wearing a white shirt, looking out over a city skyline. The buildings are in the background, and the overall tone is contemplative and professional.

# **HIDDEN YESTERDAY**

# **INVISIBLE TODAY**

**What Will a Woman's  
Story be Tomorrow?**



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