

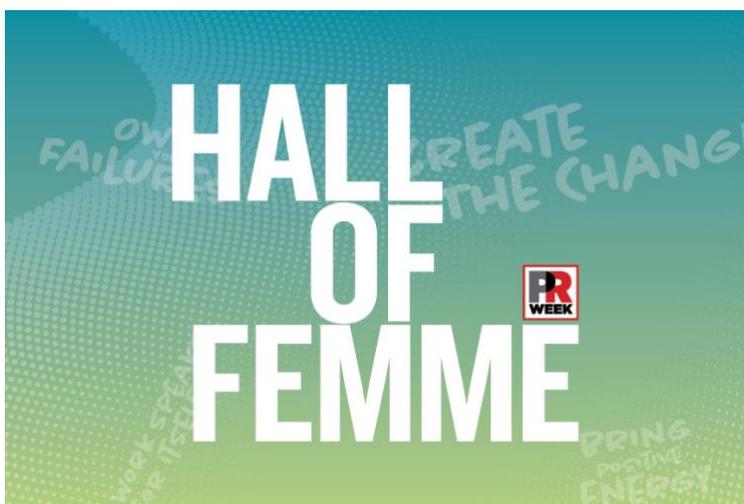


Kelli Richardson-Lawson, Hall of Femme 2021

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CEO, Joy Collective

Special



Who was your mentor and what are you now doing to send the elevator back down?

One of my mentors was Susan Arnold from P&G who taught me the importance of standing proudly in my own accomplishments instead of melting into the shadows and the sea of “we.” I now send the elevator back to our entire Joy team by championing for our team’s incredible accomplishments and efforts that have driven tremendous success for our clients.



What is your golden rule at work?

My golden rule is actually the platinum rule (don’t believe in the golden rule). I work hard to “do unto others as you would have them do unto you.” It’s a diversity principle that speaks to the importance of understanding other points of view and others’ needs.

How have you coped with the unique challenges of the past 12 months?

I have given myself grace to not be OK all the time. I have hugged my family tighter and showed up for the moments that truly matter, especially during times of such profound loss. I have dropped to my knees in prayer, knowing there is a higher power I continue to have a sense of hope despite the challenges.

Women are now leaving the workforce at four times the rate of men. What needs to be done to alleviate this?

The question we must first understand is the reason women are choosing to leave. If women are choosing to leave because of their own desire, then we must respect that as a purely valid situation. If, however, the woman is leaving because of a hostile work environment, then that is not OK. Companies must understand the profound and unequal burden affecting women who are trying to work from home and, in many instances, take care of their children.



Richardson-Lawson with her family in 2019.

Companies should offer space and grace without repercussions, including leave of absence opportunities, free therapy sessions and other services that can help a woman cope with all of the demands. Companies must also be willing to accept the differences in individuals' personal circumstances and be flexible with each situation.

https://www.prweek.com/article/1711731/kelli-richardson-lawson-hall-femme-2021?_ga=2.262771790.357503354.1617722026-106954028.1614662350