

HIGHLIGHTS

Leader Series :

Jessy Hanley, VP Marketing & Customer Experience, GSN Games

Jessy talked about strategies that have worked for her on leadership and professional development:

- Aspire to have an impact – Leadership is a goal, not a role, position or title.
- Develop your credibility – Cultivate curiosity, know your customer, follow industry trends.
- Establish your personal brand – Define your core values.
- Enhance the attitude of a leader - Be brave, take risks, be less worried about being right and more worried about learning.
- Optimism is contagious - being positive in a negative situation is not naive, it's leadership.
- Level up future leaders – Develop talent, ask open-ended questions to force people to think and elaborate, praise a job well done.
- Provide constructive criticism – Replace "but" with "and". e.g.: "you did a great job, "and" here are some things to work on."
- Pave the way for women leaders – Help each other out, challenge the likeability penalty (e.g. women tend to seem too emotional whereas men are passionate), and know perfection is an impossible standard.

Did You Know?

You can watch videos of our past leadership series talks [here](#).

Congratulations to the Denver Broncos on the HUGE Super Bowl 50 win!

- Pat Palinkas was the first woman to play in a professional football game. In 1970, she held the ball for the place kickers on the Orlando Panthers team.
- On December 27, 1987, Gayle Sierens became the first woman to do play-by-play commentary for a National Football League game, Kansas City vs. Seattle.
- In the summer of 2015, the first female coach Jen Welter was added as a training camp coach on the Arizona Cardinals.
- In January 2016, [Kathryn Smith](#) was promoted to full-time assistant coach of the Buffalo Bills.

#LADYBOSS

Please email womensnetwork@dish.com to nominate or recognize women who have been promoted or who have worked on a project and tell us why you think they should be recognized on our [blog](#).

WHAT'S GOING ON-UPCOMING EVENTS

Book Club: Lean In - Thursday, February 25, 2016 from 8:00 AM to 9:30 AM
Friday, February 26, 2016 from 12:00 PM - 1:00 PM

JUST SO YOU KNOW

Making the Connection: Women, Sports and Leadership

A background in sport can improve a woman's leadership potential and help her land a job, according to women executives surveyed by the EY Women Athletes Business Network and espnW. [Read More](#).

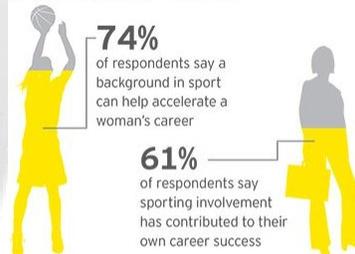
The respondents



The top three leadership skills developed by sport



Does sport help? A resounding "hurrah"



Why athletes are fit for jobs



Candidates with a sport background are thought to have the following traits:

1. Strong work ethic
2. Team players
3. Determined





INTERVIEW OF THE MONTH

Jessica Straus – Director, Government Affairs



1. What do you do as the Director of Government Affairs?

I work in DISH's Washington, DC office as a lobbyist who oversees DISH's relations with the United States Congress. We are in a highly regulated industry, and I try to ensure that any Congressional policy making that would impact our business is as good for DISH and our customers as possible. Congress is also important to monitor for its oversight power of the Federal Communications Commission (FCC), which serves as DISH's primary regulator. We endeavor to have strong and productive working relationships with the Congressional offices that play in the telecommunications and technology policy arena. Sometimes we are on the offensive, encouraging new policies. Other times we are playing defense, trying to stop or moderate Congress from doing something we believe would be harmful to DISH, the industry at large and/or consumers.

2. As a lobbyist for DISH, can you describe a time when you were able to successfully persuade someone to see things DISH's way?

In DC politics, it is usually a long, drawn-out business to take someone who holds the opposite point of view and coax that person over to your side. It's often impossible, and the best case scenario in those situations often involves chipping away at the person's viewpoint enough that he/she stays neutral instead of going in the opposite direction. We are most persuasive when we are working with someone who has not yet developed an opinion and we get the chance to make the case for our position. DISH is often the disruptive actor that champions innovation and competition in public policy, and it can be a lot more appealing to lawmakers to hear arguments from that angle versus hearing from the entrenched incumbents that are so threatened by new challenges to their businesses. A win for us, for example, was convincing regulators that Comcast's recent attempted merger with Time Warner Cable would cause so much consolidation in the high speed broadband market that emerging competitive services like Sling TV might be foreclosed.

3. Tell me about your proudest professional accomplishment.

I am very proud that I successfully made a quasi-career change almost five years ago, when I quit fundraising for political campaigns and moved over to the private sector to be a lobbyist on substantive policy issues that I had never worked around. I say "quasi" because it's not as if I became a doctor or airline pilot... THAT would have qualified as a very big career change! I was still working in federal politics, after all, but it was a very different job from what I had known, and a massive learning curve was involved. In typical DISH fashion, I was thrown in the deep end from the start, but I am proud that I not only stayed afloat but have been promoted twice.

4. What do you look for in an employee?

A good communicator who can efficiently execute the day to day tasks while also constantly think about the big picture. For what we do here, qualities at the top of the list for employees are: hard working, dedicated, high achieving, organized, analytical, intellectually curious, socially savvy.

5. What's the best piece of advice you can give someone starting off in his/her career?

So many deficiencies can be overcome by hard work. As part of that, try to be as irreplaceable as possible in a world where nothing is for certain and you are, in fact, almost always replaceable. If your bosses can't imagine how they'd be as successful without you, you are serving yourself well for the time being as well as the future. You will be sought after, whether it's at your current job or the next one. On the other hand, if your bosses aren't aware of contributions from you and feel like you needlessly drain some of their time and resources, you've got a near and long term problem.

6. What woman inspires you and why?

So, I could go with a Hillary Clinton or one of several other female politicians I admire. But to take it in a different direction: let's face it, Tina Fey absolutely rocks. She's savvy and intellectually brilliant, simply hilarious, exudes inner-strength, and appears to be beautiful both inside and out. Who wouldn't want to hang out with her? Or watch something she's been a part of (ok... maybe not that latest movie, *Sisters...* that looked terrible)? I admire any woman who pushes forward and excels in a male dominated field, the way she has trail blazed in the ovary-lacking world of television writing and producing.

7. What's on your bucket list?

I keep a list of every location around the world I want to make sure I visit at some point, and I'd like to be through half of it by the time I'm 50. That includes traveling to every continent (so far, I've only hit 3 of the 7). What I long for the most on that list is a spectacular safari in southern Africa.

8. What motivates you?

Doing the best that I can; trying to have as few regrets as possible; the promise of good food.

