

The Taylor Swift Effect – Women in Leadership

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2 Hours

Calling all Swifties! Taylor Swift's Eras Tour has set many records relating to the music industry as well as the global economy. Prestigious universities have dedicated entire semesters to the topic. In this course we'll discuss thirteen themes of empowerment, self-discovery and resilience for any woman (or man) in leadership. ARE YOU READY FOR IT?

Course Objectives:

Explore leadership ideas as it specifically relates to women.

Using Taylor Swift as inspiration, 13 leadership lessons will be discussed that apply to all areas of our lives – personal as well as professional

This course is meant to be inspiring and encourage people to step outside their comfort zones and create a supportive community for all leaders

1. Introduction to Taylor Swift's Influence and this course

- Overview of Taylor Swift's career and impact on popular culture.
- Mention of her evolution as an artist and public figure.
- Personal story about becoming a Swiftie
- Personal story of a journey through being a female business owner and an AOA volunteer

2. Empowerment through Lyrics

- Analysis of empowering lyrics from songs like "Shake It Off," "The Man," and "Mean."
- Discussion on how these lyrics resonate with themes of self-confidence and resilience.

3. Fostering Self-Love #1

- **Song Lyrics:** "*The Archer*": "I've been the archer, I've been the prey , Who could ever leave me, darling?, But who could stay?"
- **Impact:** This song's introspective look at self-love and personal growth can encourage women leaders to cultivate self-awareness and self-acceptance.
- Discuss how we can encourage self-love

4. Inspiring Confidence and Resilience #2

- **Song Lyrics** "*Look What You Made Me Do*": "I got smarter, I got harder in the nick of time, Honey I rose up from the dead. I do it all the time. Look what you made me do.
- **Impact:** Standing up for yourself
- This track's assertiveness about reclaiming one's power can encourage women to stand up for themselves and assert their authority in leadership roles.
- Have you ever wished you would have answered something differently?

5. Asserting Independence and Self-Awareness #3

- **Song Lyrics:** "Bejeweled - Baby love, I think I've been a little too kind, Didn't notice you walking all over my peace of mind, In the shoes I gave you as a present
Puttin' someone first only works when you're in their top five
And by the way, I'm going out tonight"
- **Impact:** Empowers women to embrace their independence and reject societal expectations in personal and professional relationships.

6. Challenging Stereotypes of Success #4

- **Song Lyrics:** "The Man" - "I'm so sick of running as fast as I can / Wondering if I'd get there quicker if I was a man" "I'd be a fearless leader, I'd be an alpha type, if everyone believed ya, What's that like? "They wouldn't shake their heads and questioned how much of this I deserve, what I was wearing, if I was rude"

- **Impact:** Highlights gender disparities and encourages women to challenge societal norms in their careers.
- Exploration of Swift's advocacy for gender equality in the music industry and beyond.
- Discussion of other women affected by this

7. Navigating Public Scrutiny with grace #5

- **Song - Shake it Off** 'Cause the players gonna play, play, play, play, play
And the haters gonna hate, hate, hate, hate, hate
Baby, I'm just gonna shake, shake, shake, shake, shake
I shake it off, I shake it off (hoo-hoo-hoo)
Heartbreakers gonna break, break, break, break, break
And the fakers gonna fake, fake, fake, fake, fake
Baby, I'm just gonna shake, shake, shake, shake, shake
I shake it off, I shake it off (hoo-hoo-hoo)
- **Impact:** Encourages women to ignore criticism and focus on their goals, promoting resilience in leadership roles. Shaking off criticism and negativity can empower women leaders to overcome obstacles and setbacks with resilience.
- Examination of Swift's handling of media scrutiny and controversies.
- Discussion on resilience and maintaining authenticity in the face of criticism and adversity.
- Other women who faced this. Ex: People made fun of Simone Biles' hair in her wedding photos. She responded with "I don't care"
- The internet makes this so easy

8. Encouraging Generosity and Empathy #6

- **Song Lyrics:** "The Best Day" – I know you were on my side
Even when I was wrong, And I love you for giving me your eyes
Staying back and watching me shine And, I didn't know if you knew, So I'm
taking this chance to say, That I had the best day with you today."

- **Impact:** Promotes empathy and understanding in leadership, emphasizing the importance of recognizing and uplifting others.
- Overview of Swift's charitable contributions and advocacy work.
- Impact of her donations and support for causes like education, disaster relief, food pantries, bonuses to her truck driver
- We need to be each other's cheerleaders

9. Having Business Acumen and Entrepreneurship #7

- **Song Lyrics - Fearless**: "And I don't know how it gets better than this
You take my hand and drag me head first, Fearless
And I don't know why, But with you I'd dance in a storm, In my best dress
Fearless
- **Impact:** Swift's emphasis on being fearless and taking risks can motivate women leaders to pursue their goals with determination and courage.
- Swift's strategic approach to her career, including decisions on record label ownership and branding.
- Taylor wrote "All Too Well" (10 minute version) but she had to shorten it for radio. Fans found out there was a ten minute version and became obsessed about it. She then released the ten minute version. The video was Video of the Year in 2022 – Directed by Taylor herself
- Influence on young women aspiring to enter business and entrepreneurship.
 1. 2015 She wrote a letter to Apple Music that was stern but polite. Apple was set to give away 3-month trials of Apple Music for free. "We don't ask you for free iPhones. Please don't ask us to provide you with our music for no compensation."

10. Empowering Through Authenticity #8

- **Song Lyrics:** You need to Calm Down - So, oh-oh, oh-oh, oh-oh, oh-oh, oh-oh
You need to calm down, You're being too loud
And I'm just like oh-oh, oh-oh, oh-oh, oh-oh, oh-oh (oh)
You need to just stop. Like, can you just not step on his gown?, You need to calm down

- **Impact:** Advocates for authenticity and self-discovery, empowering women to lead with honesty and integrity.
- This song's message about not letting others' opinions affect your self-worth encourages women leaders to remain authentic and true to themselves.
- It doesn't matter what others think of us, as long as we're authentic to our own true self.
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11. Advocating for Fairness and Equality #9

- **Song Lyrics:** "Change" - "These walls that they put up to hold us back will fall down / This revolution, the time will come for us to finally win"
- **Impact:** Encourages women to advocate for equal opportunities and fairness in leadership positions.
- Equal pay for women, women's soccer team, and so many other examples

12. Changing the Narrative #10

- **Song Lyrics** All Too Well and 22
- "But then he watched me watch the front door all night, willin' you to come And he said, "It's supposed to be fun turning twenty-one" "I don't know about you, But I'm feeling twenty-two!, Everything will be alright"
- **Impact:** Things don't always go as we have planned or wanted, but in the end it's how we respond to failure that makes us grow as leaders. It's up to us to change the narrative
- If we learn from failures, it was never a failure.
- Jon Maxwell's book – Failing Forward

13. Building a Supportive Community – Fostering Collaboration and Unity #11

- **Song Lyrics:** "Bad Blood" - "Band-aids don't fix bullet holes / You say sorry just for show / You live like that, you live with ghosts" – Song about Katy Perry
- **Impact:** Highlights the importance of trust and collaboration among women leaders, promoting unity and support.
- Swift's role in fostering a supportive community among her fans.

- Discussion on the impact of the importance of fans, collective empowerment and supporting one another.
- Case studies of other women in leadership who cite Swift as an inspiration.
- Examples from various fields, including entertainment, business, and activism.

14. Being a leader with a plan, purpose and vision #12

- **Song Lyrics:** "Mastermind "If you fail to plan, you plan to fail"
- **Impact:** Do everything with purpose and vision
- We need to grow our leadership skills – how can we do this
- Discuss how we can set goals
- Discuss the story of the lawsuit with the DJ and how she counter sued for \$1

15. Inspiring Future Generations #13

- **Song Lyrics:** " Long Live" - "Long live all the magic we made / And bring on all the pretenders / One day, we will be remembered"
- **Impact:** Encourages women leaders to mentor and inspire the next generation, fostering a legacy of empowerment and leadership. This song's celebration of victories and achievements can motivate women leaders to recognize and celebrate their successes and those of their teams.
- Celebrates ambition and the legacy women leaders can leave behind, motivating them to pursue their dreams fearlessly.
- Examples of how Swift uses her platform to inspire young women to pursue their passions fearlessly.
- Predictions on Swift's lasting cultural legacy and influence on future generations.
- Consideration of her evolving role as an influencer and cultural icon.

16. Wrap Up

- 13 Leadership lessons we can learn from Taylor Swift
- What can we do today to help ourselves and one another?

- How can we be a community of leaders?

17. Stories included throughout this lecture are a history lesson of the evolving place of women in popular culture, as well as AOA Leadership and women in general.