



Real Men Join WICT

By John Wolfe

Senior Vice President and Southwest Region Manager, Cox Communications

I'm extremely proud that Cox Communications does such a great job promoting and advancing women into leadership roles. Supporting Women in Cable Telecommunications (WICT) is an important part of that process, because it's an opportunity to watch future leaders in action.

It's no coincidence that many women who now have leadership roles at Cox have had leadership roles with WICT. They developed their skills, including how to bring people from different backgrounds together and how to motivate people, by serving on WICT committees and the board. It's a great way to grow and get exposure.

I personally feel that men who see the 'W' in WICT and think it's not for them are being incredibly short-sighted. Any organization that is about empowering employees should be supported by everyone in our company.

Whether you're a man or a woman, you should join WICT for the incredible networking opportunity and the chance to be associated with some very talented, motivated individuals in our company and our business. It's a terrific opportunity to learn and grow.

Every time I'm with WICT members or at a WICT event, I'm reminded that as leaders, we need to do everything we can to make sure there aren't artificial barriers to our people's success. WICT shows me there is so much talent and leadership capability out there that we've got to make sure we're not doing anything to block that.

And there's a personal side to this for me: I'm the father of two young professional women who have launched their careers. I hope that in their chosen fields, they have an organization like WICT to help them grow and develop. I also hope they work with men who recognize the value of supporting it, just as men in our organization should and do support WICT.