



*By Shawn Duncan*

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When I was first asked to participate in a WICT mentor golf tournament in Tucson about 10 years ago, I naturally wondered if being part of a group called Women in Cable Television would be the right fit for me.

Since then, just seeing how many female leaders and technicians in my group have been involved and engaged, and seeing how much they got out of it has proven to me that WICT is a great place to put my energy. What started out as a chance to serve those leaders and technicians as they progress in their careers has turned out to also be a huge opportunity for me to network with incredible people from all across our industry.

It would be easy, looking in from the outside, to think of WICT as just a "women's club," something that's not for men. But that's not true, and it's not fair to the many outstanding professionals – male and female – who find WICT to be a great resource. It's very inclusive, and I've learned a lot from being involved.

As a leader, I want my leadership team to look like the communities we serve, so making sure we're finding and developing talent from all diverse backgrounds is a key to our success. We're getting there, but we have to continue to make the investment in our people today to build for an even better tomorrow. Being a part of WICT helps me achieve those goals and much more.

My advice? Take the leap. It's not as uncomfortable as you might think. You'll be investing in other people, men or women, and to me that's what leadership is all about.

Get involved with WICT; you'll be missing a big opportunity if you don't!

