

THE (WO)MANIFESTO

WE ARE BRILLIANT

It's not just an adjective. It's a way of being. We don't hedge our words – and apology isn't a communication style with us. We only apologize when we have something to be sorry for.

WE KNOW OUR VALUE

We refuse to hustle for our self-worth. We know our craft and its value. We aren't shy to demand the compensation we deserve, even if those are numbers we've only dreamed about.

WE STICK TOGETHER

We're evolved, and we don't need to compete. When we see another woman winning, we celebrate! If we are eyeing her success, we do what's necessary to achieve it for ourselves.

WE CREATE SOLUTIONS

We do what needs to be done. If we need help, we ask for it.

WE MAKE OUR OWN RULES

And soar above messages about what women should and shouldn't do. We practice self-compassion for believing outdated norms that don't empower us. And we let go of beliefs that don't serve us.

WE ARE ALWAYS LEARNING & INVESTING IN OURSELVES

We are leaders, and trailblazers. When we get better, the people and projects around us get better.

WE PLAY BIG

Playing small doesn't benefit anyone. Stepping out of our comfort zones can feel scary, but we put ourselves out there because we are authentic. By being who we are, we create connection and fulfill our purpose.

WE TAKE THE CREDIT WE DESERVE

If anyone tries to take credit for our accomplishment, we take it right back. We're not giving them credit for where we're at. We are proud of the opportunities and advantages that we create for ourselves, each other, and future generations.

WE MAKE TIME TO RECHARGE

With a direct connection to our hearts and souls, we know when we need to rest. We practice self care when we need it. By doing so, we give others permission to nurture themselves, too. Refreshed, we have the insight, perspective and energy we need to accomplish what is ours to do.

WE ARE PROUD OF OURSELVES

We set high standards -- and exceed them. And it just keeps getting better. Women are more visible in the stone, tile and floor covering industry than ever before. And WE did that, together with support from people who share our vision.

Written for Women of the Flooring Business by Michelle Winters, edited by Lesley Goddin & Megan Salzano, based on real conversations with real women in tile, stone and flooring. Edited 2023. ©Women of the Flooring Business (WofB) www.WomenFlooring.com

I AM A WOMAN OF THE FLOORING BUSINESS

I AM BRILLIANT

I KNOW MY VALUE

I CHOOSE COLLABORATION OVER COMPETITION

I CREATE SOLUTIONS

I MAKE MY OWN RULES

I AM ALWAYS LEARNING & INVESTING IN MYSELF

I PLAY BIG

I TAKE THE CREDIT I DESERVE

I MAKE TIME TO RECHARGE

I AM PROUD OF MYSELF