



NEXT Women: Thrive – August Edition



Problem Solving

Critical thinking and problem solving are key skills for succeeding at work and at home. You can improve these skills by taking time to pause, analyze the problem and its causes, generate possible solutions, implement the best one, and assess its effectiveness. This month at Next Women, we've provided you with resources for analyzing problems, implementing solutions and assessing results.

— Abby Auerbach, Chief Communications Officer & Executive Director, NEXT Women, TVB



NEXT Women: Career Mobility

Join us at [TVB's virtual Sales Conference 9/21/23](#) for this Next Women session on career mobility. Abby talks with Tammi Fraser of Gray Television and Trisha Ripperger of Tom Wood Group about their transitions between the sales side and client side of the business, including insights and advice for career transitions.

Broadcast members please check with your leadership for registration info and agency folks please [reach out to us here](#) re: registration.



Coffee with Wendy McMahon



Wendy McMahon

President and Chief Executive Officer
CBS News and Stations and CBS Media Ventures



If you couldn't attend, you still have the opportunity to tune into this extremely popular session. Wendy and Abby discussed career development, DEI initiatives, the future of the industry and leadership advice for NEXT Women. [Watch on-demand](#) now or listen to the podcast.





Tips for Finding a Problem Solving Strategy



Looking Deeper into the Problem Solving Process

- 1. Defining the Problem:** Identify what isn't working and/or what needs to change
- 2. Analyze the Problem:** Gather and analyze data, find the facts and contributing factors
- 3. Decide on a Solution:** Use brainstorming, collaboration, analysis, discussion and prioritizing skills to generate potential solutions
- 4. Implement the Solution:** Use benchmarks to measure success and execute using a planned strategy
- 5. Review the Results:** Evaluate whether the problem has been addressed successfully; what needs to change? Use surveys, feedback, or data analysis skills



What We're Reading

[Building Critical Thinking Skills to Solve Problems at Work](#)
— *Miranda Fraraccio, Business.com*

[Problem-Solving Strategies and Obstacles](#)
— *Kendra Cherry, Very Well Mind*

[What Are Problem-Solving Skills?](#)
— *Alison Doyle, The Balance*



NEXT Women Soundbite

"It's important to understand your current approach to problem solving and know [where you need to improve](#)...By boosting your creativity, decision making and project management skills, you'll become even better at solving the problems you face."

— *Mind Tools*



Advancing Women

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[CBS News Names New Chief Executive](#)

[WCIA Champaign Has Its First Female News Director](#)

[Debbie Petersmark Elected Chair of Michigan Association of Broadcasters Board](#)



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Now +2,000 members strong, [NEXT Women](#) helps identify, prepare and advocate for women in the local broadcast television industry as they advance to leadership roles.



[Let us know](#) about women who'd welcome an invite to the NEXT Women community. Thanks to the generous support of WideOrbit there is no fee to join.



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