



Heidi Bassett Talks Leadership and Overcoming Bias for Bizwomen

Spencer Fane attorney [Heidi Bassett](#) was recently featured in the *Bizwomen.com* article, [How to Overcome Bias with Influence: Strategies Women Leaders Use](#).

In the piece, Heidi and four of her fellow Bizwomen Leadership Council members outlined strategies for navigating gender bias and thriving in male-dominated spaces. Sharing that she views these challenges as added motivation to succeed, Heidi explained:

"My confidence grew tremendously when I stopped trying to confront biases and focused on things within my control. I committed myself to knowing the law and the facts of each case better than my opponents, and I would be the most prepared for trial every time. It worked."

Bizwomen – part of the American City Business Journals – is a national news site focused on women in business. Through in-depth interviews and breaking national news coverage, the media outlet works creates content that helps its audience shape their careers, build their businesses, and enhance their lives.

At the firm, Heidi represents clients in complex business and real estate disputes with a focus on deceptive trade practices, unfair competition, fraud, and financial services. A powerful litigator and unwavering advocate, she harnesses extensive experience in both trial and appellate courts, representing clients in more than 200 appeals and accumulating an impressive track record of favorable courtroom outcomes.

Read Heidi's full *Bizwomen* remarks [here](#).