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Men and Women Leading Together— Improve Culture and Profits

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Wednesday, Oct. 26
4–5 p.m.



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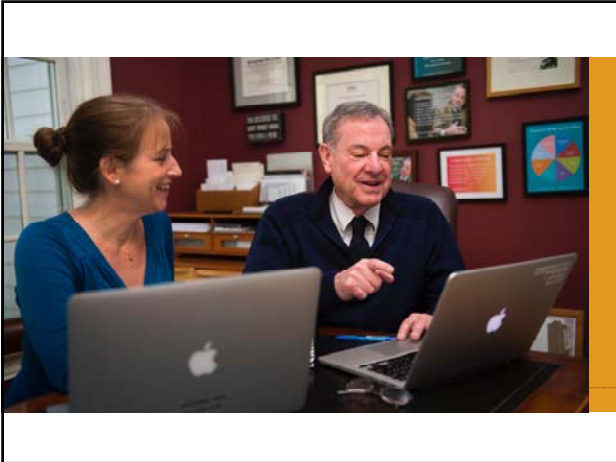




Meet the Authors

John Keyser is the Founder and CEO of Common Sense Leadership. John held senior leadership positions with Johnson & Higgins, Marsh & McLennan, the Damon Runyon Cancer Research Foundation and the Georgetown University Medical Center. John is a leadership coach who helps corporate executives further develop their skills to become great leaders.

Adrienne Hand is an Author, Editor and Thinking Partner who helps clients articulate and promote their ideas. She is currently working with John Keyser on a series of leadership books.



Why We Wrote This Book

A Book About Women's Leadership for Men.

John's weekly leadership articles emphasize the need for women's advancement.

Female CEO read one of his articles and asked John to expand it into a book.

Hundreds of books by women for women in business.

A book by a man written to the guys in corner offices was urgently needed.

The strongest leadership is men and women together!

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Leadership Strengths

Men

Decisive
Confident
Bold
Risk Takers
Win/Lose Approach

Women

Communication
Listening
Relationship Oriented
Risk Aware
Win-Win Approach
Readiness to ask questions
Care about the team
Inclusive

Women are more apt to point out inappropriate, unethical behaviors

Today, a level playing field **up to and including middle management.**
Then...

6.9% CEOs

18% Senior Executives

Assumptions about women:

"Will have a family, cannot travel."

"A woman cannot handle tough conversations."



We Need Women in
C-Suites

Morale is Low

74% Do not feel fully engaged

70% Feel under-appreciated

- Gallup, 2016





Status Report: Gender Diversity in Staffing

In large companies, women and men executives report they do not experience gender discrimination.

Executive women say their gender is an advantage in the industry.

Presented by permission of Staffing Industry Analysts

www.staffingindustry.com

Status Report: Diversity in Staffing

- Improves financial performance.
 - Attracts and retains talent.
 - Reduces risk of potential discrimination claims.
 - Enhances business brand and reputation.
 - Reflects and expands client base and supplier base.
 - Increases innovation and highlights emerging ideas.
- American Staffing Association, Business for Social Responsibility

Women Drive Profits

Companies performing in the top 20% have 37% women in leadership throughout the company (not just in the C-Suites.)

Companies in the lowest 20% have only 19% women in leadership roles.

- Global Leadership Forecast by DDI and The Conference Board, 2014/2015

Women Drive Profits

Companies with more than 15% women in top management produced higher return on equity (ROE) than companies with less than 10% women. (14.7% vs 9.7%)

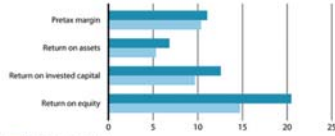
Companies adding more women to boards had higher returns on equity, higher valuations and higher payout ratios over three years than boards with no change or fewer women. (15% vs 11%)

- Credit Suisse Research Institute Gender 3000 Report, 2014

The Business Case for Women in Leadership

Gender-diverse companies show higher profitability

Five-year average, in %



Note: Based on Russell 3000 companies. Gender-diverse companies defined as at least 20% women on the board and in senior management. Source: Bloomberg, UBS, as of 17 February 2016

Source: Bloomberg, UBS 2016

Women Drive the Economy

Women make 85% of consumer decisions, account for \$7 trillion in business and consumer spending, and will control 2 / 3 of consumer wealth in the next decade.

- Gallup / Media Post, 2016

Women Engage and Innovate

Gender diverse, engaged teams produce:

46% higher revenue in retail
58% higher revenue in hospitality

“Men and women have different viewpoints, ideas, and market insights, which enables better problem solving, leading to superior performance at the business unit level.”

- Gallup, January 2014

Gender Partnership



Tom Bozzuto, Board Chair (left), Julie Smith, CAO with Bozzuto Group in Bethesda, Maryland.

BOZZUTO GROUP – A real estate and construction company in Washington, DC metro. Employs 2,000 and oversees 55,000 apartments in DC, Maryland, Virginia, Baltimore/Annapolis, New York, Boston, Atlanta, and Chicago.

Julie Smith named one of Washington's Women of Influence by Washington Business Journal, 2015.

Tom Bozzuto's and Julie Smith's partnership exemplifies trust and empowerment.

Multi-year winner of Washington Business Journal's "Best Places to Work" award.

Millennial Executive Partnership



Neil Shah, CEO, and Lily Cua, COO of ASPIRE, D.C

ASPIRE – A startup “perks management” software company that coordinates personalized perks such as leadership coaching, day care, and yoga for companies.

Aspire employs 9 people. It is small but it is mighty. A model of equitable leadership.

It's about talent, not gender.

Gender Balance: Model Programs



Tracey Burdick, Senior Vice-President
Lockton Company, Santa Monica California

Lockton's Women in Leadership Program WIL

- Active recruitment of women
- Maximize business opportunities
- Formalized professional development
- Flextime



Gender Balance: Model Programs



Cathy Engelbert, First Female CEO
of a Big 4 Firm

Deloitte Women's Initiative WIN


- 66% of hires are women and minorities
- 25% of partners are women
- Sponsorship
- Classes in business development, executive presence, negotiation, career management



- 1) Men change attitude - talk with women and build rapport.
- 2) Men sponsor women.
- 3) Women coach women.
- 4) CEOs make this imperative - make people accountable.

THANK YOU!

Share if you liked this deck!

@johnkeysercoach @Adrienne_Hand  makewayforwomen.com

Thank You for Attending

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