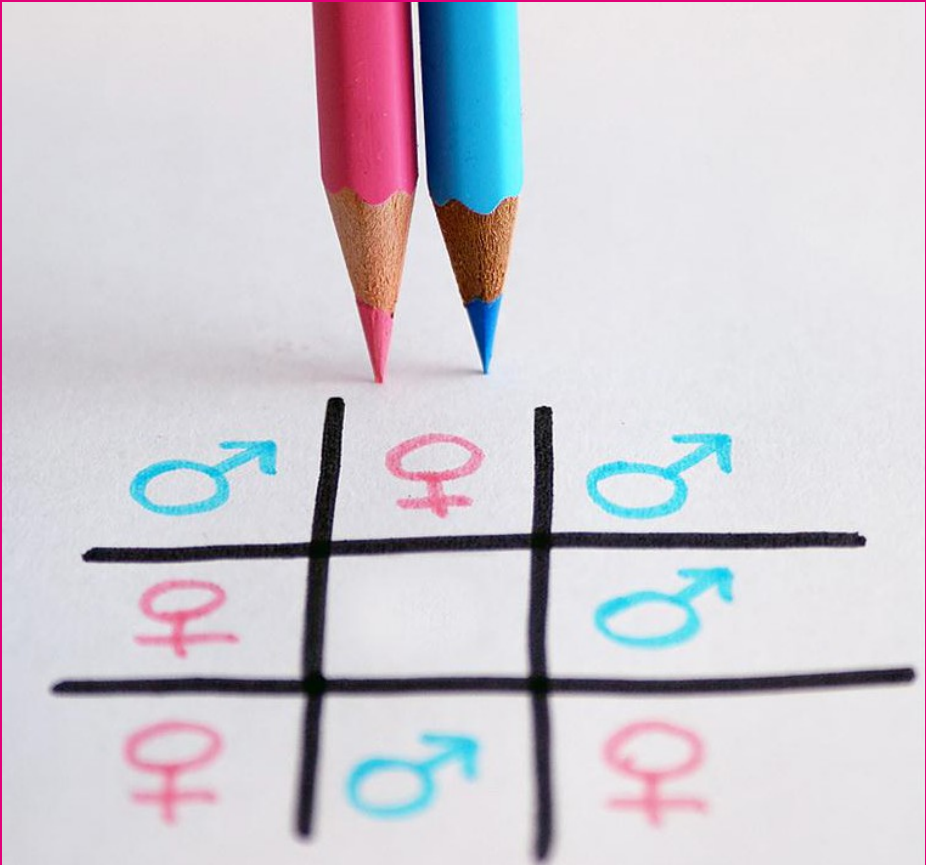


# GENDER SMART

With Lisa Cutler & Kevin Larkins





# The Competitive Edge with Gender Diversity





## The Competitive Edge with Gender Diversity

### Improved Financial Performance

For companies with higher gender diversity at senior executive levels

- 35% higher ROE (Catalyst)
- ASX500 ROE 8.7% ↑ 5yrs & 6.7% ↑ 3yrs (Reiby Inst.)
- 17 percentage point higher stock growth (McKinsey)
- Almost doubled annual operating profit (McKinsey)
- Risk of bankruptcy cut by 20% (Leeds University)



## The Competitive Edge with Gender Diversity

- Access a greater talent pool
- Create environments where innovation flourishes
- Capture more market opportunity
- Decrease risk of litigation from sexual harassment and discrimination
- Provide better leadership

Being Gender Smart

**RAIL**



**RESULTS =**

**AWARENESS**

**+ INTENTION**

**+ LANGUAGE**

## Workplace Gender Differences

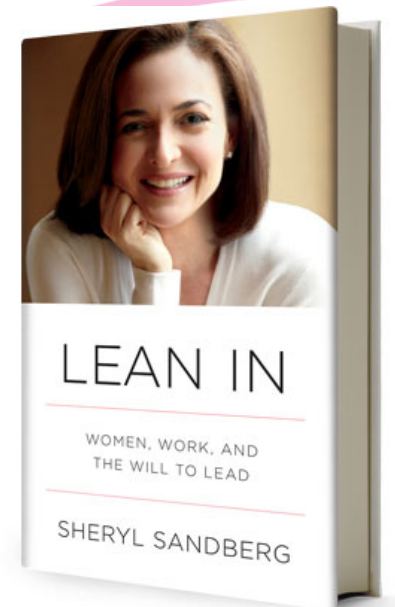


MALE STANCE	FEMALE STANCE
Hierarchy	Participation
Outcome	Process
Transactional	Relational
Linear (Logical)	Intuitive
Independent	Collaborative
Directive	Supportive
See workplace conflict as Normal	See workplace conflict as Disruptive



## The Challenges

Heidi / Howard - Same data different gender





## **Stereotypes – Our making ..... Or not?**

1. Are you a stereotypical woman (or man)?
2. What percentage of your friends and family fit the stereotype?
3. How often do you find yourself starting sentences with “Men are so....? Or “Women are so....?”



## The World is Changing



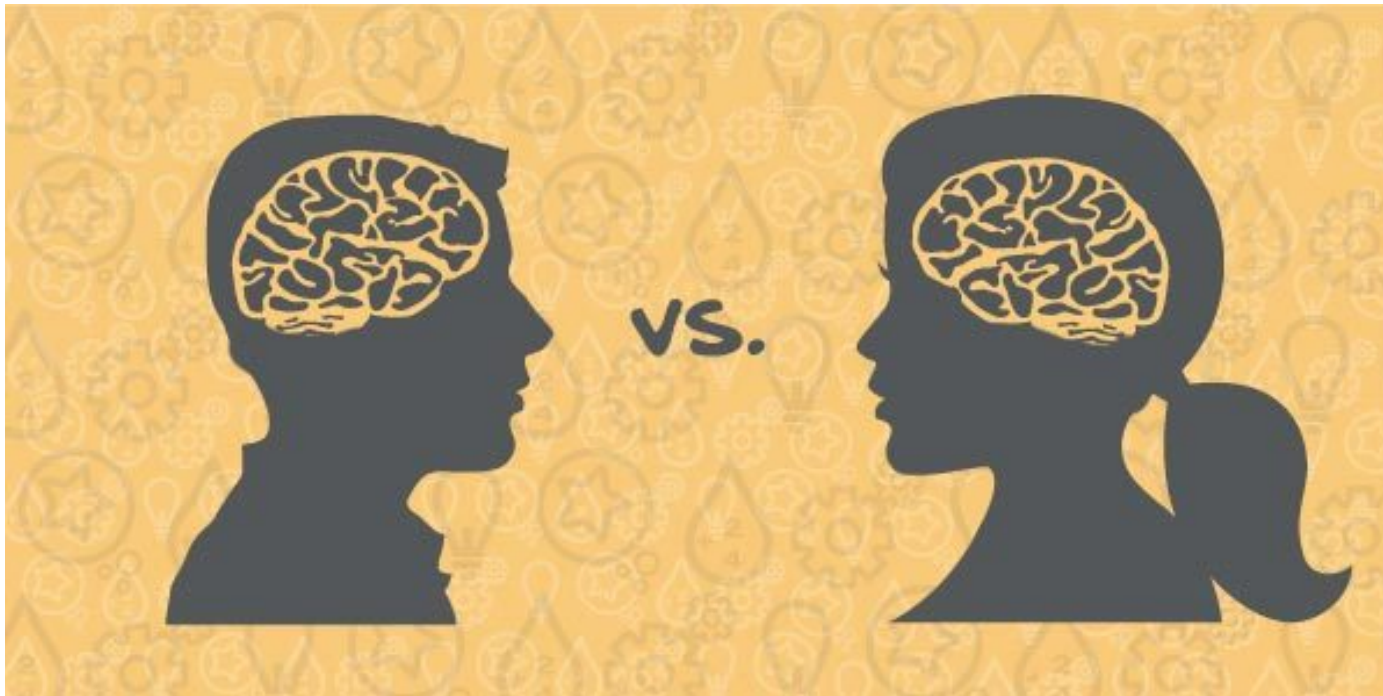
New ideals of fatherhood and flexible hours a key driver for men

## The World is Changing



Women's Entrepreneurship  
"A real, fundamental  
economic force that's  
reshaping the world." -  
HBR

## Linear v Lateral



## Women Want To Be Valued and Appreciated

### Gender Survey Results

- 79% of men feel appreciated at work
- 48% of women feel appreciated at work

Gender Survey Results from Annis & Gray – Work with Me





## Women Want To Be Valued and Appreciated

Number One Reason Why Women Leave Leadership Positions:

**“ Not valued in the workplace”**

- From research of 2,400 women from fortune 500 companies across the globe



# Handling Stress and Emotions



## Providing Direct Feedback – Men to Women

### Gender Survey Results

- 79% of men say they have to be careful and indirect when providing women critical and timely feedback
- 82% of women say they want to receive direct feedback from men

### Gender Survey Results from Annis & Gray – Work with Me





## Top Tips – 1

### Advice to Women

- Take credit for your own work

### Advice to Men

- Don't underestimate her capability





## Top Tips – 2

### Advice to Women

- Speak up, whether asked or not

### Advice to Men

- Ask women for their input and opinions



## Top Tips – 3

### Advice to Women

- Reduce personal disclosure

### Advice to Men

- Increase personal disclosure



## Top Tips – 4

### Advice to Women

- Have a vision and communicate your vision

### Advice to Men

- Appreciate her 'efforts'



## Top Tips – 5

### Advice to Men

- Be empathetic and not afraid of her tears

### Advice to Women

- Don't personalise and internalise

## Taking Action



Write down something you are going to do differently as a result of this session



# GENDER SMART

With Lisa Cutler & Kevin Larkins

