

JEFFERY TOBIAS HALTER

Gender Strategist, Keynote Speaker, Workshop Facilitator

As Seen In



"Real change with a sense of urgency will never take place until fathers of daughters realize the responsibility they have to be change agents,"
Jeffery Tobias Halter, a corporate gender strategist, wrote last year. [CLICK HERE](#)



Instead of expecting women in business to lean in, we need men to stand up for them. BY JEFFERY TOBIAS HALTER [CLICK HERE](#)



The 4 Things Your Company Needs to Do to Advance Women
BY JEFFERY TOBIAS HALTER
[CLICK HERE](#)



Workdad Q&A: Gender Strategist Jeffery Tobias Halter on the Father of a Daughter Initiative
[CLICK HERE](#)



The Real Reason Male CEOs Commit To Diversity
[CLICK HERE](#)



The barriers to advancing women: What men aren't seeing
BY JEFFERY TOBIAS HALTER [CLICK HERE](#)



YWomen blog series
BY JEFFERY TOBIAS HALTER [CLICK HERE](#)



Interview with FOX Good Day Charlotte about the 5 Things Men Can Learn from Women in the Workplace
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Conferences



POWER
OPENING DOORS FOR WOMEN®



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"Engaging men in the advancement of women is truly the new frontier for every company in America, and this is the book that will show you how to do it."

—From the Foreword by Betsy Meyers,
Founding Director of the Center for Women in Business at Bentley University

WHY WOMEN

The Leadership Imperative
to Advancing Women
and Engaging Men

Jeffery Tobias Halter



Jeffery Halter @YWWomen · May 18

Gender Diversity Correlated W/Higher Returns, New Report By @MorganStanley Finds [ow.ly/vlZc3007wQI](https://www.ow.ly/vlZc3007wQI)



Jeffery Halter @YWWomen · Jun 7

A8 invite everyone into the conversation. Don't silo the initiative or discussion. #transparency #WFFChat



Jeffery Halter @YWWomen · Jun 14

Kudos! Companies pledge to review pay to address inequalities [wsj.com/articles/compa...](https://www.wsj.com/articles/companies-pledge-to-review-pay-to-address-inequalities-1465844400) via @WSJ #StateOfWomen



Jeffery Halter @YWWomen · Jun 27

FACT: Men and women are having different experiences in the workplace. [ow.ly/nUSv301zBIR](https://www.ow.ly/nUSv301zBIR) #workplace #inequity

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Engaging Men is the New Frontier



Jeffery Tobias Halter is the country's leading male expert on advancing women and engaging men. Jeffery is the President of YWomen, a strategic consulting company focused on engaging men in women's leadership advancement. YWomen focuses on developing actionable business plans and strategies to help organizations create Integrated Women's Leadership Strategies.

Jeffery is the former Director of Diversity Strategy for The Coca-Cola Company. He has extensive knowledge of the consumer package goods, retail, food service and hospitality industries and is a sought after speaker at industry forums and corporate programs.

Combining 30+ years in corporate America, from the sales front line to the corporate headquarters, with his passion for integrating leadership strategies, Jeffery connects with leaders at all-levels of the organization to create actionable plans and sustainable change that impact the bottom line.

The author of two books, *WHY WOMEN, The Leadership Imperative to Advancing Women and Engaging Men* and *Selling to Men, Selling to Women*, Jeffery is a two-time TEDx speaker and a contributing writer to the Huffington Post, New York Daily News, Working Mother on diversity and gender issues in the workplace. He is also a regular contributor to FOX Business News. In 2015, Jeffery launched the *Fathers of Daughters Initiative, 10 Simple Things Men can do to Advocate for Women in the Workplace*.

YWomen's clients include, Walmart, Deloitte, Publicis Groupe and CBRE, as well as dozens of other Fortune 500 companies. Jeffery presented keynotes Walmart's International Women's Day celebration, the State of Utah's ElevateHER Challenge, Women's Leadership Institute kick-off, and the Iowa Women Lead Change Conference among other speaking engagements.

His dynamic and engaging presentations garner positive reviews from stakeholders and attendees. Jeffery is available for keynotes, workshops, conference breakout sessions, panel moderation and consulting projects.

Consulting/Executive Leader Sessions

Jeffery specializes in working with senior leadership teams to move leaders and the organization from conceptual understanding of a women's leadership strategy to a deeply internalized and operational strategy executed with a sense of urgency. This is accomplished via current state assessment, review of existing strategies, focus groups, and one on one discussion with all levels of the organization. Following the assessment he will work with the senior leadership team to develop a comprehensive strategy including measures, metrics and scorecarding.

Once a solid corporate strategy is mapped, Jeffery will access a host of industry experts on processes and programmatic elements specific to your company's needs. Finally he will actively engage with your senior male leaders, as 85% of leadership in most organizations are still men, to obtain buy-in and advocacy to execute the plan.

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Keynotes

Four Things Your Company Must Do To Advance Women

Women don't need to #LeanIn, it's time for men to #standup

Jeffery's Signature Red Heels Keynote

Men and women are having significantly different experiences in the workplace. What do organizations need to do to recruit, develop, retain and advance women and other minorities? In this fast-paced and interactive session Jeffery will articulate the four simple, but very hard actions that your company must do to advance women:

- 1) Listen
- 2) Learn
- 3) Lead
- 4) Have the Will to Change



What do women's shoes have to do with advancing women in the workplace?

WHY WOMEN – The Leadership Imperative to Advancing Women and Engaging Men

Can be delivered as a stand-alone keynote, strategy session or to summarize a day of learning.

Based on Jeffery Tobias Halter's ground-breaking book, *WHY WOMEN*, this interactive session focuses on proven strategies to maximize return on investment results through the creation of an Integrated Women's Leadership Strategy. Participants will leave with an understanding of how to:

- Build your company's business case for women in the marketplace and in the workplace
- Drive workplace strategies designed to recruit, retain, and advance women
- Create a women's leadership plan with integrated objectives, goals, strategies, and metrics
- Engage male champions as sponsors for women's leadership strategies

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Speaking Topics | Workshops

Engaging Male Champions through Strategic Partnerships

The perfect session for high-potential women and the leaders who they work for.

The war for talent has never been greater. In today's work force, men continue to hold a disproportionate number of the leadership positions in corporate America. Change cannot occur without men participating in the advancement of women. But how do you get men to act as champions of women's efforts? In the session, participants will:

- Learn to identify 'ready-now' men who are prepared to be advocates
- Identify the business rationale for why men need to take an active role
- Examine the male cultural norms that must be overcome for men to advocate for women's advancement
- Learn how to establish strategic partnerships between men and women

Executive Success: What Men Aren't Telling Women

Targeted for a largely female audience who finally want to know what men think about them, but have never been told.

So what do men talk about in the Board Room...and in the Bathroom? What are the three things you will never hear a man say about women? If you work for a man, chances are he is evaluating you through a male paradox of what leadership should look like. In this session you will learn:

- What leadership competencies do men value?
- Examine the significant role of gender in assessing and developing women in an organization
- Explore how performance, image and exposure impact advancement
- Learn how to engage men as sponsors and mentors of women's leadership and development

Selling to Men, Selling to Women; The Significant Role of Gender Communications in the Selling Process

Targeted at your chief revenue producers - your sales organization.

Does your sales organization (and your non-sales team) understand how to tailor messages for maximum effectiveness to reach their target audience? In this engaging and informative session participants will:

- Explore the common pitfalls in the selling process regarding gender differences
- Examine on a deep level what men don't know about selling to women and what women don't know about selling to men
- Learn selling approaches regarding gender differences for staff members to get programs and budgets approved

Executive Briefings

Customizable forums or working sessions tailored to your objectives.

Customizable programs specifically designed for your C-Suite leaders, executive team, senior HR leadership and Chief Diversity Officers in order to create a private forum to explore and address women's leadership and advancement. Sessions will bring a fresh perspective to:

- Create an integrated women's leadership strategy
- Explore topics that leader's often don't want to talk about
- Examine why your women's leadership advancement program is stuck
- Establish initiatives to find and engage male champions

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Delivery Options

Jeffery approaches each engagement as a custom offering designed to understand your company culture, objectives and audience. Each presentation is customized to fit the mission and goals of the program. All topics are available as a keynote, workshop or webinar.

- Keynote – 60 Minutes in duration can include copies of Jeffery's books for attendees
- Keynote + Breakout Session(s) – Keynote plus a 2-3 hour mini-workshop, further helping attendees internalize the key messages
- Keynote, Breakout(s), and Follow Through Webinars – Above option plus a series of follow through webinars to both reinforce the key messages as strategy development
- Facilitated Interview / Panel Roundtable – Poignant, well-prepared yet naturally delivered professionally facilitated interview of senior executives, customer or partner panels with key messages as bookends of the discussions.

Male Engagement Circles

An intensive immersion activity for organizations that are ready to support men who are looking to build their cultural competency to become advocates and champions for advancing women. This is a custom intervention for groups of 25 to 35 men who opt-in to participate. Typically these are high potential men who the organization has identified to participate and serve as opinion leaders to jump start women's advancement.

Over the course of 6 sessions separated by 4 to 6 weeks, men will gain a deep understanding of:

- The inherit barriers that hold men back from doing this work and learn the critical skills of telling, "their story" and why they are choosing to become advocates
- Create a custom departmental business case for women and specifically the measures and metrics as they apply uniquely to their role and area of responsibility
- Discuss ten common leadership competencies and how the genders discuss and evaluate talent differently based on unconscious bias
- Discuss common HR processes regarding recruitment, retention and advancement to gain a deeper understanding of how women's career paths are significantly different than men's and the role of mentors, advocates and sponsors. This will include a discussion of the significant differences in how men and women view meritocracies
- Discuss challenging topics such as: the baby penalty/reality, sexual harassment, the challenges and bias women face in supporting other women, and the different workplace experiences of women and women of color
- Creating and implementing a corporate wide Male Champion Advocacy Plan

If you are looking to accelerate the development of male champions, multiple small groups of men can participate.

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Testimonials

"Jeff was the keynote speaker for the launch of the new Women's Leadership Institute in Salt Lake City, Utah. Jeff was exceptional in his message and was a delight to work with. He set the tone and anchored the business argument for elevating the status of women leadership. The huge success of our launch of the 'ElevateHER Challenge' was in no small part due to Jeff's message and presentations. As a result, Utah's key business and civic leaders have signed on to the ElevateHER Challenge, including Utah's Governor Herbert and other noted leaders."

—Patricia Jones, CEO Women's Leadership Institute, ElevateHER Challenge Kick-off

"The foundation of a great speaker is whether they are able, capable and committed to keeping their audiences engaged and Jeffery Halter does that and so much more. His breadth of knowledge, accompanied by his willingness and care toward making a difference are all evident throughout his highly interactive presentations. Jeffery is a great speaker and truly keeps his audience engaged and yearning for more."

—Parker Mabry, President The Anderson Advantage Group, World Bank Diversity Conference

"I recently invited Jeff to give a presentation on building effective career plans at a Career Expo my company held for finance associates (2,300 across the USA and Canada). He gave us practical tools that we can use to think through our development and career strategies while considering our professional and personal goals and ambitions. He considered the needs of men and women, recognizing that there are differences. The associates gave stellar reviews to the presentations. I would definitely consider Jeff for future events!"

—Rossana Rocchini, Manager The Coca-Cola Company, Annual Career Planning Conference

Rave Reviews for WHY WOMEN:

"Fabulous, straight forward book about the importance of developing women. Jeffery does a terrific job presenting a strong business case, complete with eye-popping statistics that spur readers into action. His approach is factual and it makes you stand up and take notice, particularly the examples of specific industries that aren't paying attention to women customers. He also tells it like it is. He shares with readers what executive men say about women in the workforce. His transparency is refreshing. I couldn't put the book down."

—Sharon Orlopp Retired Global Chief Diversity Officer at Walmart

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As the father of a daughter, I created the Father of a Daughter Initiative to outline 10 simple things that men (and women) can do to advocate for women in the workplace by working to change corporate culture.

I pledge to do one or more of the following...



Seek to Understand — Find a female co-worker, someone I can have an honest conversation with, and listen to the experiences she is having as a woman in my company.



Mentor and Sponsor — Mentor a female co-worker. If applicable, become a sponsor for a woman.

Create a Business Case — Write a brief business case for my department or area of responsibility for women regarding revenue, talent or engagement and discuss it with my team once a month during the coming year.



Set An Example to Correct Bias — Act to correct micro bias; from simple things like always having a woman take notes, to women being talked over in meetings or other actions that serve to exclude women from conversations and activities.

Embrace Workplace Flexibility — Support and demonstrate workplace flexibility for all employees, so that women don't feel they are being singled out for special treatment.

Offer Encouragement — I will encourage women to take more risks, volunteer for stretch projects, and discuss and support their developmental needs.



Support Gender Pay Equity — Deepen my understanding of my company's HR practices, specifically gender pay equity issues and work to correct issues I discover.

Encourage Qualified Women to Apply — Urge qualified women to interview for positions when they become available, and if I cannot find a qualified one, commit to developing a woman for the next opening.

Engage other Men — Engage other fathers of daughters in the discussion of advancing women.

Be a Champion — Demonstrate my commitment by joining/attending a women's resource group or event. Be a visible advocate.

Name: _____

Date: _____