

# Executive Success: What Men Aren't Telling Women - Workshop



*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 interactive session attendees will learn:

- Learn the leadership competencies 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

Jeffery Tobias Halter is the President of YWomen, a strategic consulting company focused on engaging men in women's leadership issues. YWomen focuses on driving 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.

Jeffery is the author of two books, *WHY WOMEN, The Leadership Imperative to Advancing Women and Engaging Men* and *Selling to Men, Selling to Women*. He is a contributing writer to the *HuffPost*, *New York Daily News*, *Working Mother Magazine* and a two-time TEDx speaker. His work has been profiled in *Forbes* and *US News and World Report*. Additionally he is a regular contributor to Fox Business Radio and Good Morning Charlotte.

His clients include Walmart, Altria, Bristol-Myers Squibb, Bacardi, Citigroup, Deloitte, Novartis, and dozens of other Fortune 500 companies. His best practice work focuses on other award winning companies such as McDonald's, The Coca-Cola Company, IBM, and GE.

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*The foundation of a great speaker is whether they are able, capable, committed to keeping their audiences engaged and Jeffery 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.*

- Financial Services Leader