

WHY WOMEN: The Leadership Imperative to Advancing Women and Engaging Men – Lecture & Discussion



*The 21st Century won't be China, Russia, India or Brazil
The real drivers of change will be women.*

Muhtar Kent, Chairman The Coca-Cola Company

*The Leadership Imperative is to move the organization to a deeply
internalized approach regarding gender differences;
executed with a sense of urgency, to create competitive advantage.*

*The challenge is, most organizations are not prepared for
the tsunami of change that is at their door-steps.*

Jeffery Tobias Halter, President YWomen

Organizations have been focused on advancing women for over 20 years and there is virtually no progress. In 2016, the Fortune 500 was comprised of 29 companies with female CEOs and women held 20.1% of the board seats. The lack of progress is driven by three factors; 1) Failure to internalize the business case and hold people accountable, 2) Lack of senior leader commitment, and 3) Failure to engage middle management and men in advocating for women's advancement. This keynote is targeted at Graduate and Senior Level Business Students as well as Alumni Business Groups and specifically addresses three key areas;

- The need to create an Integrated Women's Leadership Strategy designed to grow revenue, improve operating profits and enhance company reputation
- An examination of what best in class companies are doing to execute against their women's leadership strategy
- How to engage male champions as sponsors for Women's Leadership Strategies

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*.

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

Jeffery's goal in working with college and alumni associations is to bring a current and relevant approach to the dynamics of change taking place in corporate America today regarding women and diversity. This session is designed to be provocative and engaging to all levels of student and business level. This program can also be conducted as a panel with local business leaders or school academia.

The Diversity Imperative, Leveraging the Power of Differences in the Marketplace and Workplace - Lecture & Discussion



The Diversity Imperative is to move the organization to a position of competitive advantage by leveraging the unique differences of each individual in the company.

Leaders need to become masters of cultural competency regarding gender, race, sexual orientation, age, physical ability and dozens of other dimensions of diversity.

*The challenge is most leaders have never been trained in how to even begin a conversation on these challenging topics.
Jeffery Tobias Halter, President YWomen*

The business case for diversity and inclusion is overwhelming yet companies are still unprepared. Consider these facts;

- Women and Multicultural consumers purchase over 90% of all B2C goods and services in the U.S.
- Women, people of color and millennials make up over 95% of talent entering the workforce
- 78% of business leaders rate retention and engagement as urgent or important, but only 15% believe they are ready to address it
- 85% of Companies agree a diverse and inclusive workforce is critical to encouraging different perspectives and ideas that drive innovation

Yet, less than 40% of middle managers and men are supportive of company Diversity and Inclusion initiatives.

This keynote, targeted at Graduate and Senior Level Business Students as well as Alumni Business Groups is designed to present a fresh and progressive approach to diversity and inclusion in corporate America.

Specific areas include:

- The need for Strategic Diversity Management today to connect key elements of the marketplace, workforce and workplace
- An examination of what best in class companies in the Fortune 500 are doing to leverage this opportunity
- Strategies to engage the two most significant employee populations in Diversity and Inclusion; middle managers and men.

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