

Men and Women Working Together for Team Success - Workshop



*The next killer app for greater revenue growth, improved operating profit and increased engagement is not a technology. It is getting your teams to be more productive, efficient and in alignment faster than the competition.
An EVOLVED Leader is the NEXT GREAT KILL APP!
- Jeffery Tobias Halter*

This interactive session focuses on strategies that will enable your teams to be more creative, reach decisions faster, communicate more effectively and help to manage, rather than ignore the most significant dynamic present in every meeting – GENDER!

In this hands-on session, participants will:

- Understand that men and women think, act and work differently and how to leverage these unique dynamics
- Explore how gender dynamics impact problem solving, team effectiveness, communication and personal work styles
- Leave with a full engagement tool, The EVOLVED Leader Tool, that can be used immediately to increase team effectiveness

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.

Jeffery is a special combination of gifts. He knows the business side of business, the diversity, all the women's issues and how to integrate these topics for better business.

- Marketing Executive & Business Leader