

It's Time to Stop Asking Women to Lean-In and Ask Men to Stand-Up - Keynote



I wrote "Lean In" as people weren't actually noticing that we had stopped making progress in advancing women. Women are still less than 5% of the Fortune 500 CEO jobs.
Sheryl Sandberg, on *Lean-In*

Men still represent 85% of Sr. Leadership. This means we (men) are 85% of the problem...and 85% of the solution. We will never drive long-term advancement of women with active male advocacy.
Jeffery Tobias Halter, *WHY WOMEN The Leadership Imperative*

Jeffery Tobias Halter's Signature Red Heels Keynote

How does a man wearing size 14 red pumps serve to illustrate the current state of women's leadership in this country? Simply put, men and women are having significantly different workplace experiences in the workplace. Best-in-class companies are realizing that one of the keys to advancing women is active male engagement. In this fast-paced and entertaining keynote, Participants will learn:

- The significantly different workplace experiences men and women are having... and how they can start to talk about them
- The overwhelming ROI of investing in women
- The four things men need to do on a daily basis to become champions for women in the workplace

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 Halter walked on stage wearing red pumps to make the point that men and women are having very different experiences in the workplace. His timely message was a hit at the conference. He is a masterful speaker who is able to talk to men and women about how to advance women in the workplace -- giving each audience ample material to consider and actionable next steps.

- Conference Program Coordinator