

# WHY WOMEN: The Leadership Imperative to Advancing Women and Engaging Men - Keynote



*We must therefore strive to achieve nothing less than total enterprise realignment around this awesome, burgeoning, astoundingly untapped market!*

- Tom Peters

In this ground-breaking presentation based on Jeffery Tobias Halter's book, *WHY WOMEN – The Leadership Imperative to Advancing Women and Engaging Men* attendees will leave with tools and processes to drive the long-term advancement of women. Participants will examine:

- How to create an Integrated Women's Leadership Strategy designed to Grow Revenue, Improve Operating Profits and Enhancing Company Reputation
- The three things best in class companies are doing to execute against their women's leadership strategy
- 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*. 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 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.*

- Jeffery Tobias Halter