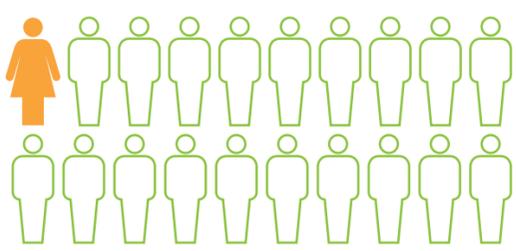


# THE ROLE OF LEADERSHIP IN BUILDING A GENDER BALANCED CULTURE

## WHERE ARE WE NOW?



**4.8% vs 95.2%**

Fortune 500 CEOs

**168 years**  
North America

**61 years**  
Western Europe

**62 years**  
South Asia

At the current rate of progress, number of years to close the global gender gap.<sup>1</sup>

**"We are losing out on valuable talent" CLIENT**

## WHERE DO WE WANT TO BE?

Companies with above-average diversity reported innovation revenue that was 19 percentage points higher than that of companies with below-average leadership diversity – 45% of total revenue versus just 26%.<sup>2</sup>

## WHAT DOES A GENDER BALANCED CULTURE LOOK LIKE?



A gender balanced culture is where everyone has equal opportunities to reach their full potential, regardless of their gender. It is a culture where inclusion is the default – and not the exception.

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## WHY GENDER BALANCE MATTERS



It matters to **individuals** because we all want to be fully ourselves and reach our potential.



According to research, **teams** with more women are more likely to introduce radical new innovations into the market.<sup>3</sup>



**Companies** in the top quartile for gender diversity in their executive teams are 21% more likely to have above-average profitability than companies in the bottom quartile.<sup>4</sup>



Equality between men and women in all aspects of life, from access to health and education to political power and earning potential, is fundamental to whether and how **societies** thrive.<sup>5</sup>

**"With the legislation around gender pay gap reporting, we are under pressure to improve" CLIENT**

## A NEW APPROACH TO BUILDING A GENDER BALANCED WORKPLACE

### Conventional approach

- A focus on 'Women in leadership' programs
- Favouring 'masculine traits' in leadership ideals
- Diversity & Inclusion as a distinct initiative
- A focus on individuals needing to change

### A new approach

- Engage and empower everyone in an organisation
- Re-define what makes a good leader in the Digital Age
- Weave inclusive leadership through all development initiatives
- Team-based, environmental focus on allowing individuals to create change

**"We see this as a route to greater competitive advantage." CLIENT**

**"We are keen to discuss diversity - just we're not sure what it means to do so" CLIENT**

## KEY BEHAVIOURS OF THE INCLUSIVE LEADER

- Creates a **psychologically safe space** for everyone to be vulnerable, to trust and to support each other
- Demonstrates openness to other perspectives and **authentically** shares their perspective
- Values people for their differences and encourages **diversity of thinking**
- Focuses on individual preferences – enabling each employee to be the **best version** of themselves
- Creates an **environment** that supports employees' needs satisfaction
- Builds **trust** with others, even under pressure-packed conditions
- Inspires and engages others by generating development opportunities – **believing in people's potential** and supporting them to step outside what they believe they are capable of



In the future, there will be no female leaders. There will just be leaders.

SHERYL SANDBERG



**"It's important to us that we are a true reflection of our customer base" CLIENT**

**"Men are part of the solution and we need to make sure that they know that by inviting them to be a part of the conversation." CLIENT**

## BE PART OF THE SOLUTION!

**AchieveForum is leading the way in supporting clients with inclusive leadership development.**

- Join our [LinkedIn](#) group to share insights with L&D, HR and Talent colleagues
- Ask us for a sample learning journey for leaders at all levels

<sup>1</sup> <https://www.weforum.org/reports/the-global-gender-gap-report-2017>

<sup>2</sup> <https://www.bcg.com/publications/2018/how-diverse-leadership-teams-boost-innovation.aspx>

<sup>3</sup> <https://hbr.org/2016/11/why-diverse-teams-are-smarter>

<sup>4</sup> <https://www.forbes.com/sites/elleevate/2019/01/08/why-prioritizing-gender-balance-is-good-business-a-uae-perspective/#433a15433679>

<sup>5</sup> <https://www.weforum.org/agenda/2016/01/will-the-future-be-gender-equal/>

Ready to achieve leadership success?  
Contact us today to get started!