



WE FOR SHE

Championing the Next Generation
October 14, 2016 | Vancouver Convention Centre West

#WeForSheBC

ACTION IDEAS

- ✓ I ALREADY DO THIS
- ★ I CAN DO THIS
- ➔ I CAN PASS THIS ON
- ✘ I AM GOING TO FIND OUT MORE

SUPPORT MENTORSHIP AND SPONSORSHIP OF YOUNG WOMEN IN LEADERSHIP

Encourage and reward men and women to mentor and sponsor women. Establish formal programs within your organization. Use lean-in circles to provide peer learning and mentorship to employees.

ENCOURAGE WOMEN TO BE FRONT AND CENTRE AT MEETINGS

Don't allow female colleagues to be interrupted. Ask women to contribute to the conversation. Be aware of "stolen ideas" and who first proposed them.

TAKE THE CATALYST ACCORD COMMITMENT

Make a commitment to raise the overall proportion of women on boards and in leadership in Canada: catalyst.org/catalyst-accord-women-corporate-boards-canada

MAKE NEGOTIATING A NORM

Review compensation to ensure you are paying women and men fairly; communicate to all team members the importance of negotiating for themselves.

SHARE OFFICE VOLUNTEER AND ADMIN WORK

Audit and allocate even distribution of service work between women and men – ensure that women are not doing additional work without additional reward.

ATTRIBUTE CREDIT AND BLAME FAIRLY

Publically acknowledge women's achievements, encourage women to take on stretch assignments and push back when they are described as not ready.

MAKE A PLEDGE

Take the Minerva Pledge to support progress towards diversity: theminervafoundation.com/the-face-of-leadership-initiative

TRACK GENDER EQUALITY

Develop a company dashboard that measures gender equality in the workplace.

ENCOURAGE RISING STARS TO PURSUE LINE ROLES

Celebrate the women who set an example for more junior women.

LISTEN FOR LANGUAGE OF BIAS AND CONSIDER ITS IMPACT

Consider potential bias when informed of negative behaviour by women and think carefully about responses.

ENGAGE MEN

Take action to draw more men into the conversation, invite men to the next discussion/forum/event. Invite them to join the online community 'Men Advocating Real Change' (MARC): onthemarc.org

EVALUATE PERFORMANCE FAIRLY

Use gender-blind evaluation in hiring; make sure managers are aware of gender bias; be specific and accountable in performance evaluations.

PROVOKE A CHALLENGING DISCUSSION BY ASKING TOUGH QUESTIONS

Take the McKinsey fitness test for your top team: mckinsey.com/business-functions/organization/our-insights/fostering-women-leaders-a-fitness-test-for-your-top-team

LET FAMILY COME FIRST

Establish an open-door policy for discussing family needs and issues. Adopt family-friendly work schedules and flexible maternal/paternal leave policies. Respectfully request and take time away from work for your family.

Prepared by Women's Enterprise Centre, September 2016

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Catalyst. (2012). *Catalyst accord: Women on corporate boards in Canada*.
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Leadership is a series of behaviors rather than a role for heroes.

Margaret Wheatley

5 STRATEGIES TO SUPPORT WOMEN'S ENTREPRENEURSHIP

1. Provide group-learning environments where women can learn from other women, and include role models and confidence-building to increase self-efficacy. Increase access to technical, entrepreneurial and managerial courses.
2. Increase access to microloans, equity, leases and supplier credit. Set clear terms of lending such as the cost of loan applications, interest and other repayment expenses, and help women entrepreneurs understand the language of finance.
3. Offer gender-sensitive market (export) development training (for example, women's trade missions, support of the Organization of Women in Trade).
4. Increase media visibility and positive messaging about women entrepreneurs.
5. Conduct the proactive recruitment of female entrepreneurs on the women's committees within boards of trade and chambers of commerce.

Excerpted from Feminine Capital: Unlocking the Power of Women Entrepreneurs by Barbara Orser and Catherine Elliott, published by Stanford University Press

WE FOR SHE Organizing Partners



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Realize your business potential

Women's Enterprise Centre thanks the Greater Vancouver Board of Trade, the Province of British Columbia and the WEB Alliance of Women's Business Networks for organizing this essential gathering.

We are a NextGen Leaders Sponsor because we know how powerful role models are for young women. Girls today can be anything and entrepreneurship can be an exciting option.

We work with women every day who enjoy the freedom and success of owning their own business. They are leading their communities, contributing to the BC economy and living out their vision to shape our world.

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FAILURE IS NOT THE OPPOSITE OF SUCCESS - IT'S PART OF SUCCESS.

Arianna Huffington

If you are successful, it is because somewhere, sometime, someone gave you a life or an idea that started you in the right direction.

Melinda Gates

