



Conversations with Men™

“The Groundbreaking and Pioneering Forum on Engaging Men In Achieving a Gender-Balanced Leadership at the Top”

EXECUTIVE SUMMARY

IMPACT Leadership 21’s revolutionary approach to accelerating women’s leadership in the 21st century reinforces men as part of the solution. Men, in increasing numbers, are realizing that companies with gender diverse boards and corporate suites deliver higher returns than those lacking diversity.

Men can be powerful ambassadors for change. Men are untapped, yet a critical resource in accelerating women’s global leadership and achieving gender diversity. How do we harness this untapped resource? Engagement.

Conversations with Men™ is a groundbreaking facilitation platform for business and leadership sustainability. It is a constructive platform to open up doors and dialogue in a safe space, setting a crucial tone for the connectivity between genders. *Conversations with Men™* allows for insights to be revealed and discussed in a non-threatening environment.

Study shows that **“A significant cultural factor affecting women’s ability to reach top management is the engagement and support of men.”** (Source: 2013 McKinsey Global Survey of 1,421 Global Executives on Gender Diversity)

*“While about three-quarters of men believe that teams with significant numbers of women perform more successfully, fewer recognize the challenges women face. Only 19 percent strongly agree that reaching top management is harder for women, and **men are much more likely to reject the idea that the climb is steeper for women.** We also found that **men are less likely than women to see value in diversity initiatives and more likely to believe that too many measures supporting women are unfair to men.** Finally, while nearly all male and female executives express some level of agreement that women can lead as effectively as men do, **male respondents are not as strongly convinced.**”* (Source: 2013 McKinsey Global Survey of 1,421 Global Executives on Gender Diversity)

The **Conversations with Men™ Forum** creates a first line of awareness to gender blind spots, clearing misconceptions, and prepares a solid foundation for gender-attuned individuals, teams, businesses and organizations.

As a leadership training and coaching tool, Conversations with Men™ is a preemptive strategy giving voice to critical communication issues between genders that could affect organizational cohesion and impact business bottom line.



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Conversations with Men™ Forum Goals

- (1) Serve as a platform for candid conversations about collaboration between women and men in all spheres of leadership to promote gender diversity and impact bottom line.
- (2) Engage men as crucial and equal partners in accelerating women’s leadership at the top.
- (3) Emphasize the importance of a women's network that is inclusive of men in leadership roles.

Conversations with Men™ Takes on Industry-Focused Approach

Every business industry is unique in all aspects. The status of gender diversity varies. The leadership language spoken is different from one another. The demand for female talent varies. Despite the industry differences, there is one common denominator among the industries: the lack of a gender-balanced leadership at the top.

Given the uniqueness of each industry, **Conversations with Men™** takes on industry-focused approach. First stop, **Wall Street and Finance**.

Although women make up half of the employees in the finance industry, studies indicate that women occupy a mere 23% percent of leadership positions. Despite strides made by women and minorities, the C-suite and the corporate boardroom are still largely dominated by white men whose ages range from the 50s to 60s.

Women bring diverse perspectives to the table: their leadership styles can drive more innovation and collaboration and they often take a different approach to risk. It’s not that women or men are “better” but that diverse groups – where both men and women are at the table – make better decisions than non-diverse groups.

It is also very important to note that the projected global income of women is \$18 trillion by 2018. By the year 2028, 75% of worldwide discretionary spending is expected to be controlled by women (Source: Boston Consulting Group).



In 2015, **Conversations with Men™** will take on 2 industries where gender diversity is persistently lacking at all levels, not just the top level: **Technology (STEM)**, and the **Legal Industry**. In 2016, one of the industry stops will be **Media and Communications**.

Global Leadership Crisis Continues to Damage the Bottom Line, but the Future of Leadership Communication is More "Feminine" according to a recent news release by Ketchum, a leading global communications firm with operations in more than 70 countries across six continents. The findings reveal vitally important lessons for **leaders of both genders**.

The study shows that to inspire trust, **leaders of both genders** need to avoid a 'macho,' command-and-control approach to leadership communication. Instead, we are seeing the birth of a new model of leadership communication based on transparency, collaboration, genuine dialogue, clear values and the alignment of words and deeds, a model being followed far more consistently by female leaders.

And yet, the research also found that globally, male leaders narrowly edge out their female counterparts - 54 percent to 46 percent - as the gender the world expects to navigate us through the challenges of the next five years.

The Challenge

If research shows that male is still the leadership gender the world expects to navigate us through the challenges of the next five years, Conversations with Men™ is a must-have dialogue across all major industries.

5 Year Actionable Target

By the end of 2019 the goal is to have:

- **A critical mass of men in leadership roles who see the value in diversity initiatives.**
- **A critical mass of men in leadership roles who realize that companies with gender diverse boards and corporate suites deliver higher returns than those lacking diversity.**
- **A critical mass of male champions bringing in more female leaders because they see the results in the company's financial statements.**

Through Conversations with Men™ Forum, Conversations with Men™ Executive Training, and Conversations with Men™ One on One: *Navigating Gender Dialogue in a Woman's World*, an executive coaching platform, IMPACT Leadership 21 together with its Corporate Partners, is leading the charge to achieve this critical mass of male leaders engagement.