



**Presenter**

**Lauren McNally**

*Director, AMA Women's Leadership Center*

# Developing a Successful Women's Leadership Initiative in Your Organization

Presented by: American Management Association's Women's Leadership Center

# AMA's Women's Leadership Center

Through community and meaningful education we are preparing professional women for advancement and opportunities.

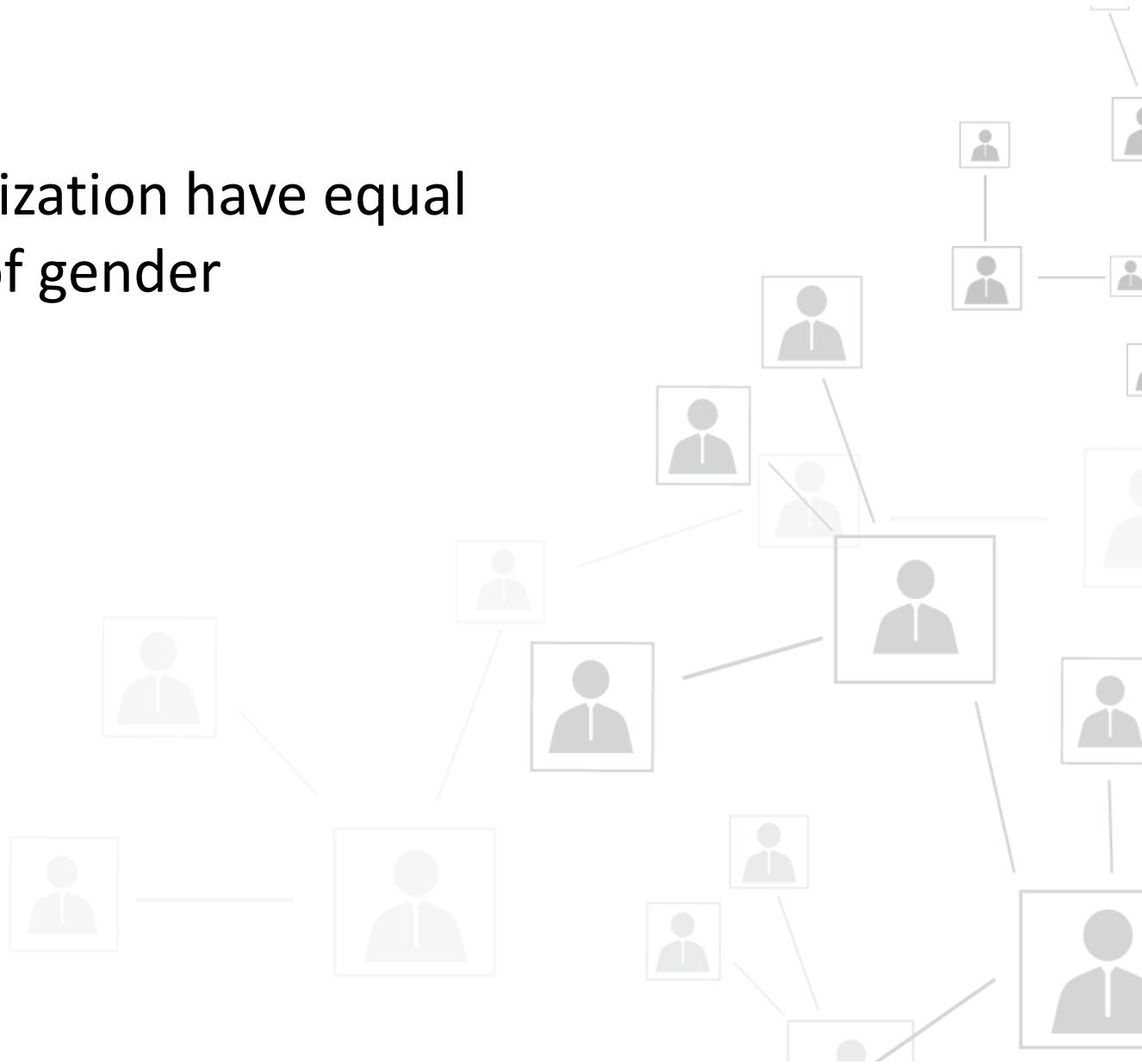


## Poll

Does your organization have equal representation of gender diversity?

Yes

No



## Poll

Does your organization practice a culture of inclusion?

Yes

No



# What Is D&I?



## **Diversity:**

The inclusion of different types of people (such as people of different races, religion, socioeconomic status, gender or culture) in a group or organization

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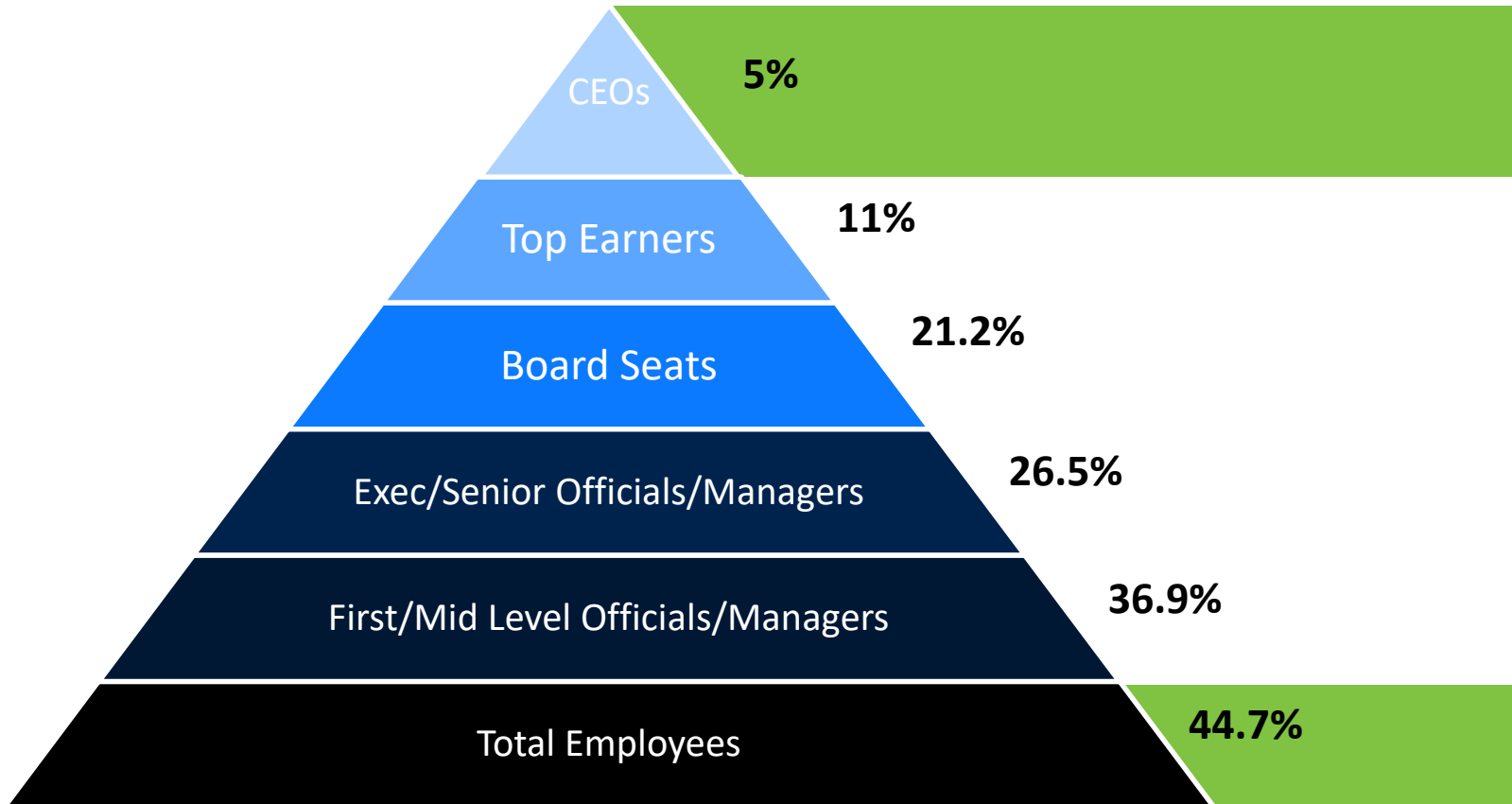


## **Inclusion:**

The act of allowing many different types of people to do something and treating them fairly and equally

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# S&P 500 Companies: The Higher the Position, the Fewer Women



\*Catalyst, Pyramid: Women in S&P 500 Companies (May 1, 2019)

# What We Will Cover Today

- Getting Buy-In from Organization
- Including Men in Initiative
- Creating Engagement

# Getting Buy-In: Presenting the Numbers

- External stats and industry trends
- Internal gender data – identify your baseline
  - Number of employees by gender
  - Promotions by gender
  - Level in organization by gender
  - Turnover rate by gender

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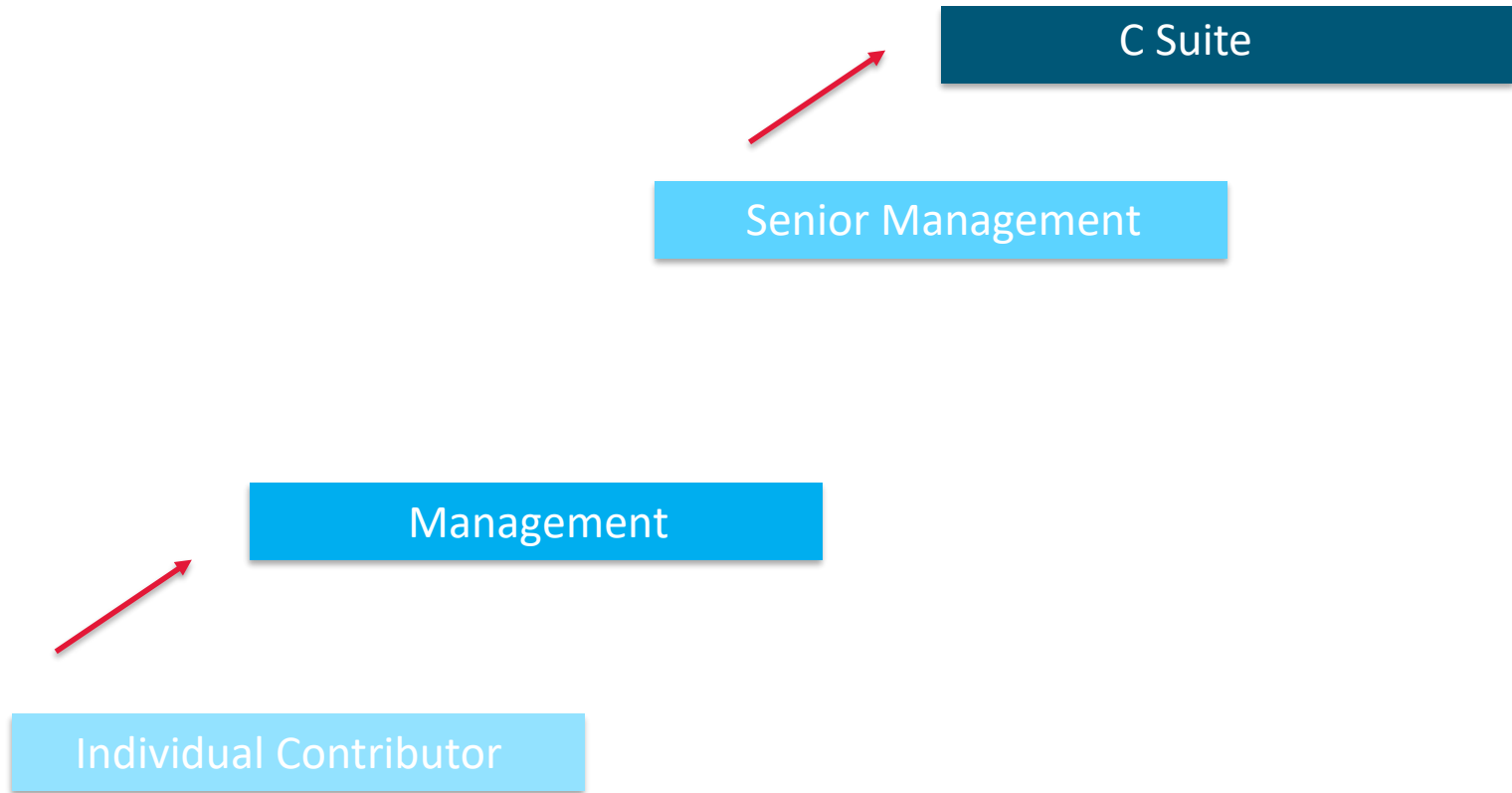
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# Getting Buy-In: Critical Turnover Points for Women



## Getting Buy-In: The Challenge for Women

- Organizational culture
  - Environment and employee experience
- Others' perception
  - Predetermining capabilities and leadership brand
- Self-imposed biases
- Lack of opportunities
  - Formal skill development
  - Access to mentors and sponsors
  - Participate in high visibility projects



## Getting Buy-In: The Challenge for the Organization

- Increased expenses
  - Turnover and recruitment costs
  - Onboarding of new talent
- Impact on the bottom line
  - Lack of innovative thinking
  - Decreased productivity
  - Limited market share
- Lack culture of inclusivity and belonging

## ■ Getting Buy-In: Benefits

1. A safe place for everyone to feel they belong
2. Increase engagement, productivity and profits
3. Brand enhancement
4. Retain high potential talent
5. Attract diverse talent pool

## Getting Buy-In: Set Clear Goals

- Identify the benefits for the organization
  - Financially and culturally
- Communicate the value statement for the initiative
- Set specific goals that are measurable, realistic and timely

Goal Setting

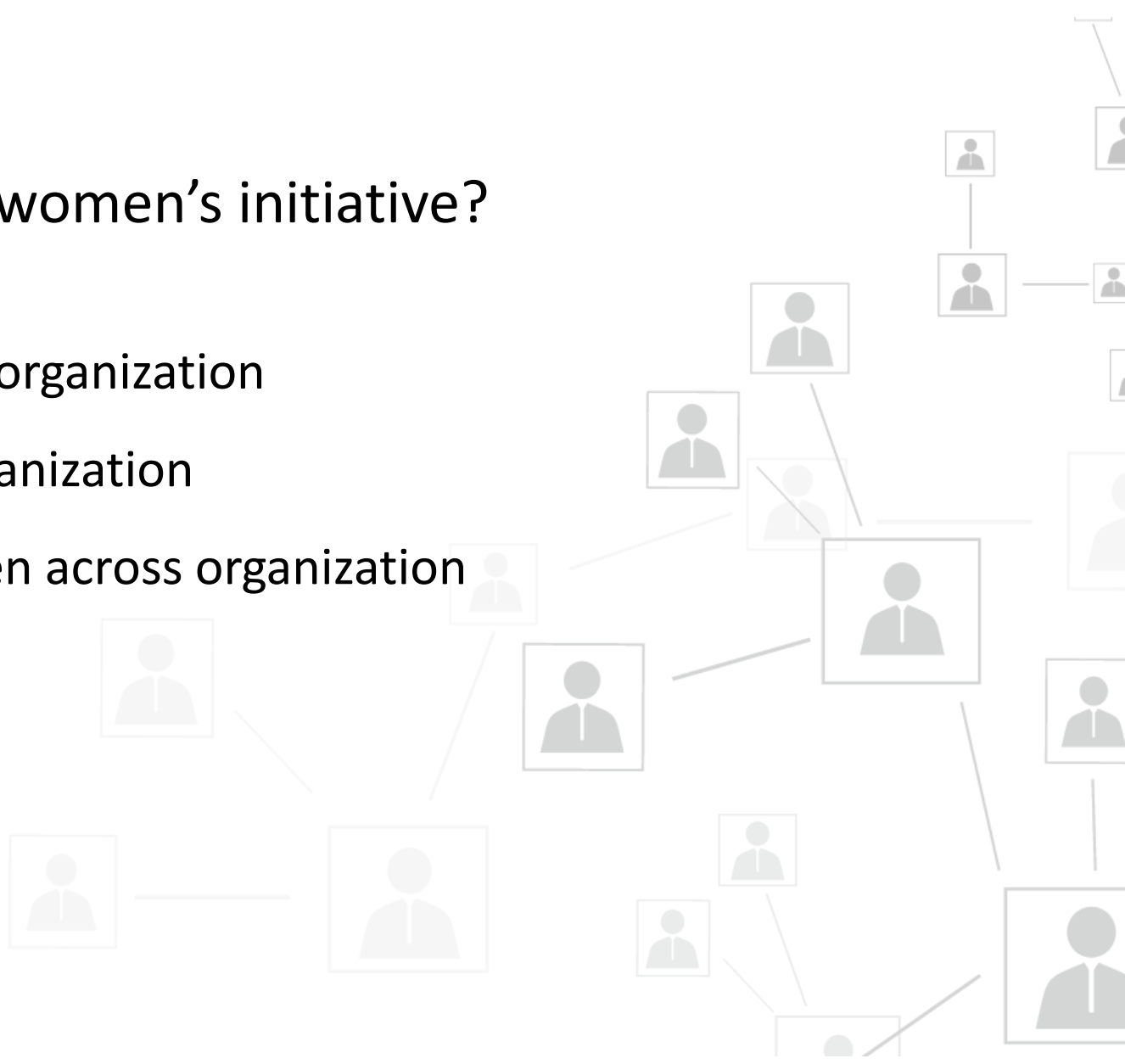
Specific  
measurable  
achievable

R ealistic  
T imely

## Poll

### Who leads your women's initiative?

- Women across organization
- Men across organization
- Men and women across organization
- A single person



## ■ Including Men in Your Initiative: Lead with Diversity

- Create true culture of D&I
- Set example for initiative
- Prove priority for organization
- Increase awareness



# How to Include Men in Your Initiative: Preparing

1. Unconscious bias training
2. Ally training
3. How to lead in a diverse and inclusive culture
4. Communicating across generations
5. Vulnerability training
6. Trust
7. Storytelling



# How to Include Men in Your Initiative

## Leadership

- Host and lead events
- Mentor women in program
- Communicate support and value
- Participate in events and trainings

## Participants

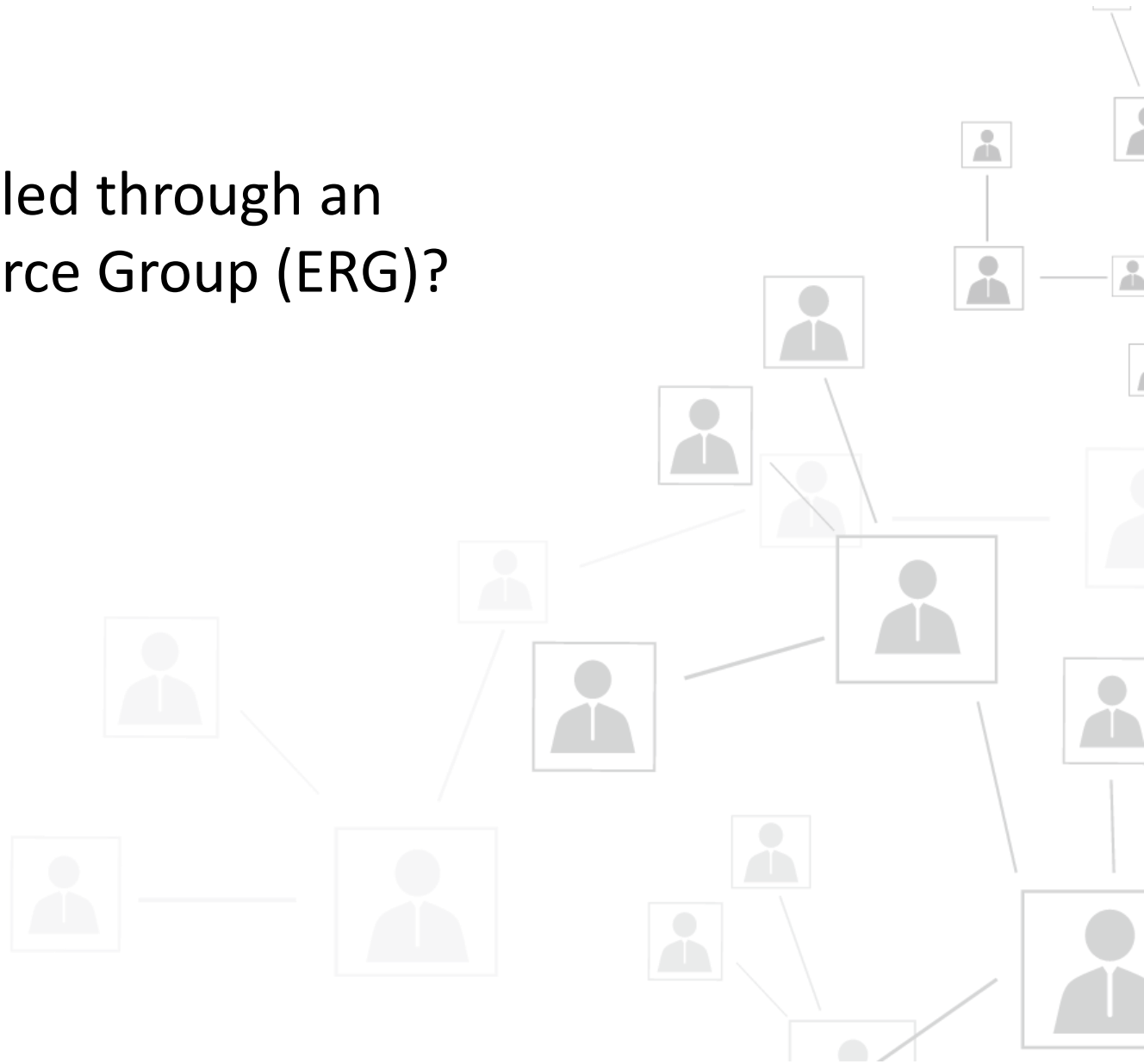
- Include in training and development initiatives
- Communicate awareness of challenges
- Educate on how to support women

## Poll

Is your initiative led through an Employee Resource Group (ERG)?

Yes

No



# Employee Resource Groups

## Benefits

- Build community
- Identify cultural challenges
- Exposure to leadership
- Address personal and professional life

## Challenges

- Check-the-box mentality
- Often a side project
- Lack metrics to identify impact
- Lack resources with “club” mentality
- Lack funding

# Engagement and Impact: Two-Pronged Approach

**Community** Building + **Meaningful Learning**



# Our Differentiator: Meaningful Education

- Group learning to build skills for general audience
  - Assessments, surveys and focus groups
- Individual paths for those with potential to advance professionally and grow in organization
- Pre- and post-learning support from leadership

## ■ Actionable Take-Aways to Apply to Your Initiative

- ✓ Get buy-in from entire organization
- ✓ Create a leadership team that is diverse and inclusive
- ✓ Create an engaging program focusing on meaningful education

# Download your FREE Blueprint

## *Developing a Successful Women's Leadership Initiative in Your Organization Blueprint*

[wlc.amanet.org/atd](http://wlc.amanet.org/atd)

*Thank you!*

Lauren McNally  
[lmcnally@amanet.org](mailto:lmcnally@amanet.org)

