

JUMP

Promoting gender equality, advancing the economy

14 November 2017

JUMP Corporate Hub

*Managing gender and generations:
the end of “careers” as we know them?*

WWW.JUMP.EU.COM

- Welcome & introduction by JUMP
- Guest speaker: All "leaders" ! : On the cooperation between four generations - Saskia Van Uffelen (CEO Ericcson Belux, Digital Champion Belgium)
- Company testimonial: Best practices from Procter & Gamble - David Ingram (Director R&D Packaging Development, B.I.C. Site Leader, Procter & Gamble) and Laure Waegemans (R&D, Section Head in Process & Formula design, Procter & Gamble)
- Managing gender & generations: key issues in summary – Christine Cecil (JUMP)
- Q&A
- Coffee break & networking
- Discussion & best practice sharing
- Wrap up and thanks - JUMP

- The JUMP Corporate Hub is the network of corporate diversity officers dedicated to the exchange of best practices on gender equality at work
- Thank you to our host: Laure Waegemans (R&D, Section Head in Process & Formula design, Procter & Gamble) and David Ingram (Director R&D, Packaging Development, B.I.C. Site Leader, Procter & Gamble)

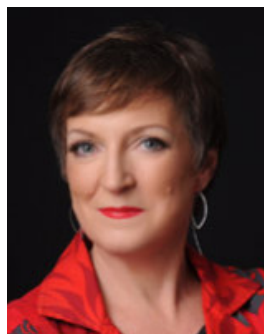


Proposed topics

- How to analyse your corporate culture and measure your level of inclusion
 - Gender balance assessment: what to measure, how to set goals, how to engage everyone around them
 - How to imbed diversity into all your talent management processes
 - Enough is enough! Dealing with sexism and harassment in the workplace
 - Accelerating women's transitions to leadership
 - Agile & flexible work models: how to make them sustainable
 - Mentorship vs. Sponsorship, and how to maximize both
 - Key success factors to localise an international diversity programme
 - Getting rid of gender silos in different functions and professions
 - Collaborative design thinking to accelerating your gender equality programme (optional advanced working session)
-

***Redefine power:
how balancing the power between women
and men can transform the practice of leadership***

Guest speakers:



**Avivah
Wittenberg-Cox**
(CEO 20-first,
author "Why Women
mean business")



Josh Levs
(journalist, U.N. Global
Gender Champion,
author of "All In: How
Our Work-First Culture
Fails Dads, Families,
and Businesses")



**Ladeja Godina
Košir**
(Leader and
Executive Director
at Circular
Change)



**Viviane de
Beaufort**
(Professor, ESSEC
Business School,
founder of
Génération
#Startuppeuse)

*Hosted by Mercedes,
Woluwe-Saint-Lambert*





Wo.Men@Work Award: Your CEO could be the next Gender Equality ambassador

The Wo.Men@Work Award rewards the Executive who works hardest to achieve gender equality at work.

Call for candidates - We are looking for

- Executives (CEO, GM, MD,...)
- In companies established in Belgium
- Who personally commit to promoting corporate gender equality

Get involved too!

Looking for JUMP Wo.Men@Work Award Jury members



Coca-Cola Enterprises
wo.men@work award
powered by JUMP



Call for nominations and applications until 24 November

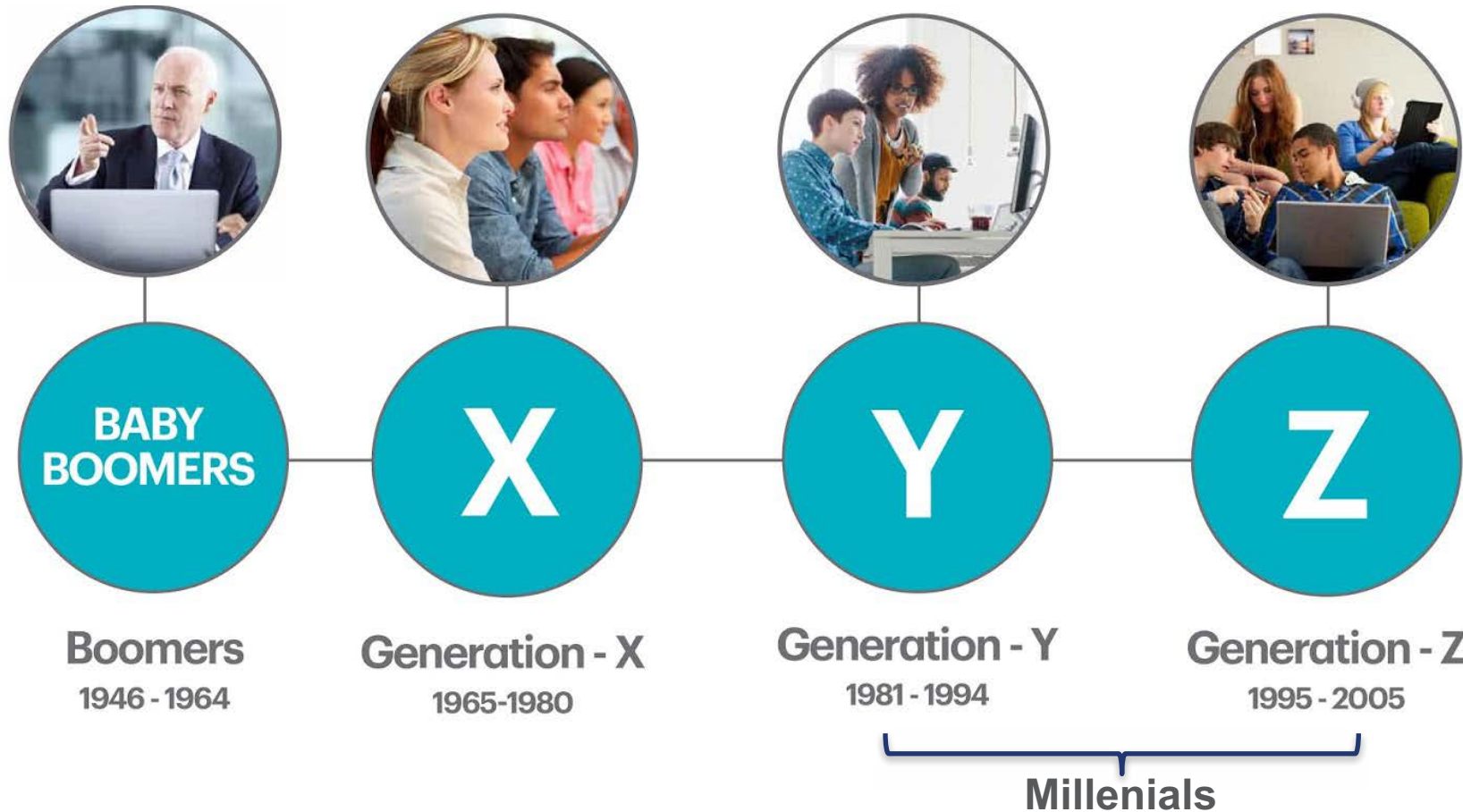
- **"Womenomics"** - a new series of 8 episodes on the best practices of the partnering organisations on women & business
- The series will run for **8 weeks** beginning 2018: 4 min episode, broadcast **25x** every Thursday
- A collaboration between **JUMP et Kanaal Z**
- We are looking for **partners** that will be represented in this series
- **4625€ htva** per episode = 2 capsules (1 NL and 1 FR)
- Filmed at the Vlerick Business School or onsite in your company (see conditions)
- Daily Kanaal Z & Canal Z spectators: **532 978**

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Expert presentation & company testimonials





Saskia Van Uffelen

CEO Ericsson Belux,
Digital Champion and
Digital Mind of Belgium

Author of “*Tous “Patron”!*
*De la coopération entre
quatre générations*”





David Ingram

Director R&D – Packaging
Development
B.I.C. Site Leader
Procter & Gamble



Laure Waegemans

R&D, Section Head in Process
& Formula design
Procter & Gamble





#WeSeeEqual

David Ingram & Laure Waegemans

November 2017

Our Citizenship Priorities

**ETHICS AND
CORPORATE
RESPONSIBILITY**

**COMMUNITY
IMPACT**

**DIVERSITY AND
INCLUSION**

**ENVIRONMENTAL
SUSTAINABILITY**

**GENDER
EQUALITY**





Gender
Equality

Gender Equality Strategy



Leverage our voice in
ADVERTISING AND MEDIA
to eliminate gender bias



Address gender-biased
barriers to **EDUCATION AND
ECONOMIC OPPORTUNITIES**
through programs and public
advocacy efforts

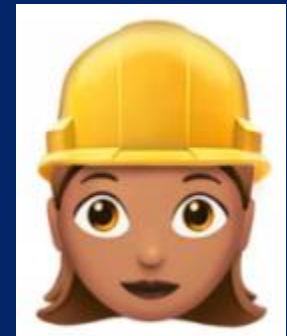
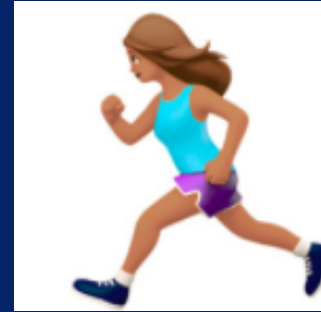


**Achieve EQUAL
GENDER
REPRESENTATION**
in all parts of P&G to foster
an inclusive environment

FROM



TO



science
doesn't
care
who
studies
it.

#WeSeeEqual



*Global partnership with
Greenlight-for-Girls to
encourage girls to pursue
STEM subjects*



Journey started in Brussels

1st event in 2013

- >200 Girls from 11-15 yr from the ISB
- 2 workshops
- 10 volunteers



Global partnership signed in 2015

Since then yearly event with girls from Brussels

- Up to 300 girls from ISB and Brussels school
- 3 workshops in 3 languages w/20 volunteers

Expanded in Barcelona in 2016

#g4gDayBarcelona

Next in Brussels on the 25th of November



Hashtag: #g4gDayBrussels #GirlsInSTEM #Science #Technology #Engineering #Math #SpaceCorner



**g4g and P&G
Global Partnership Signing**
January 12th, 2015



g4g Founder, Melissa Rancourt joined by Project Manager, Jelena Lucin and g4g Intern, Alexandra Georges-Picot visits Procter & Gamble for our partnership signing. Thank you Katy and team for all your support over the years - we look forward to the future!



MONDAY, MAY 8, 2017

G4G DAY @CINCINNATI

Announcing greenlight for girls (g4g), **Procter & Gamble** and the **Greater Cincinnati STEM Collaborative** coming together and inviting 300 young girls aged 11-15 to be inspired by Science, Technology, Engineering and Math at the FIRST ever g4g Day event in Cincinnati, OH, USA!

Registration for this event will be open:

March 20th – April 20th



Contact us!

Greater Cincinnati STEM Collaborative:

g4gsterned@gmail.com

[g4g Global Team](https://www.g4g.org)

info@greenlightforgirls.org



WHEN & WHERE

Monday, May 8, 2017
9:00 AM to 2:30 PM

University of Cincinnati
2600 Clifton Ave
Cincinnati, OH 45220 USA

WHAT

A free, full-day event of interactive, hands-on fun using Science, Technology, Engineering and Math (STEM)

WHO

300 girls aged 11-15 from local schools

HOW

Role-model professionals are invited to lead 45-minute workshops related to STEM, with 12-15 girls per workshop. Girls will experience four workshops throughout the day.

greenlight for girls
www.greenlightforgirls.org

Find us on:
Twitter, Facebook, Instagram,
LinkedIn, YouTube,
& Snapchat @green4girls



Hashtag: #g4gDayCincinnati



g4g Day @Cincinnati



Sponsored and supported by:



350 Girls
80 volunteers
14 Workshops

2nd Event in 2018
Expand in Singapore



P&G

is committed
to achieving **50/50**
REPRESENTATION OF
MEN AND WOMEN
throughout the
company.

45



Active Development

Inspiration:

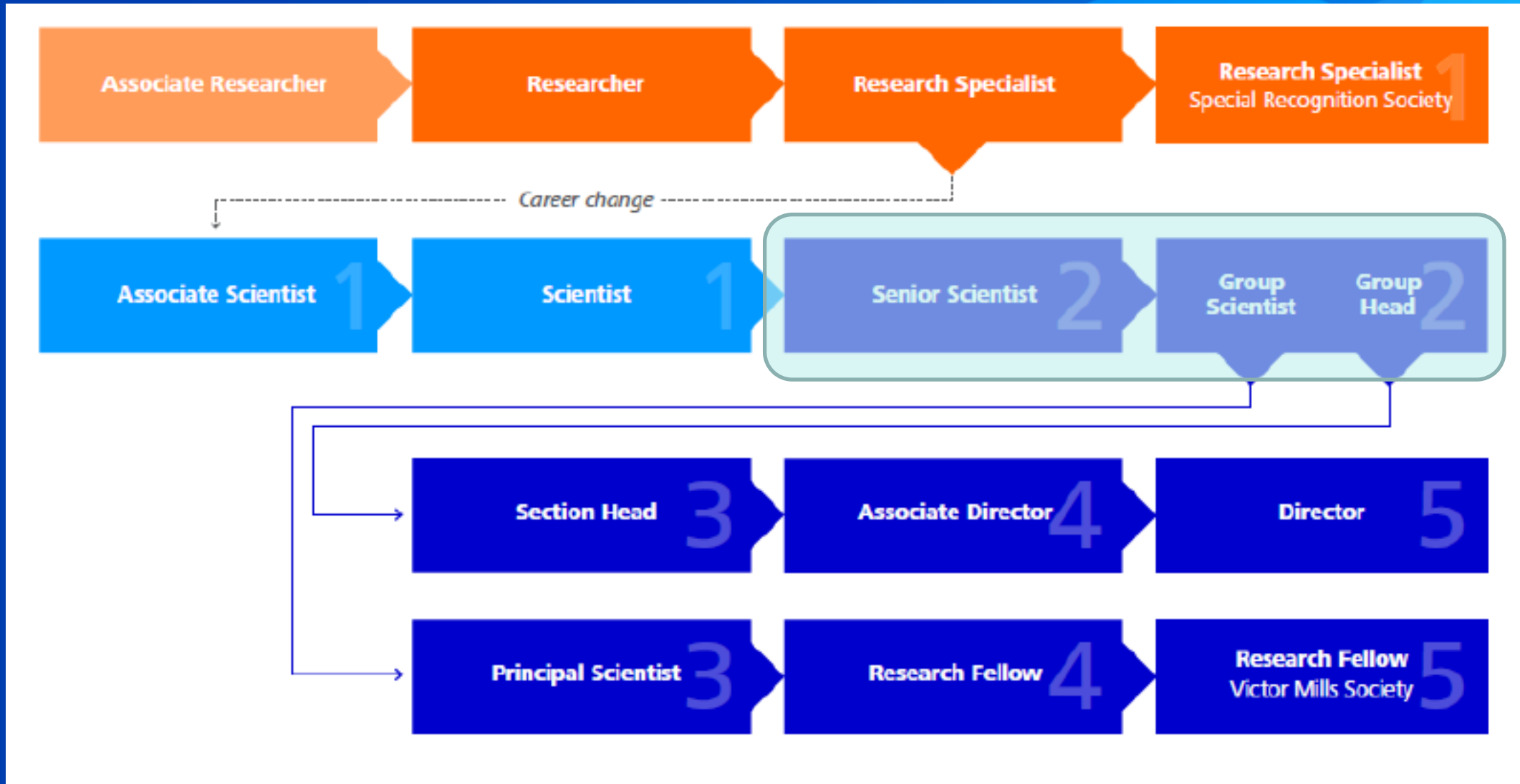
- JUMP forum 2016
- A few 'unrelated' female exits

Action:

- Intentional
- Coordinated
- Accountable



Active Development



Active Development

1. Identification of key talent
2. Always in the discussion
3. Development Focus
4. Selective Sponsorship





#WeSeeEqual



Thank you



14 November 2017

JUMP ***Corporate Hub***

An overview of the key issues

Baby Boomers



- Workaholics, dedicated, competitive
- Hierarchy, team player
- Motivated by recognition, well-being and monetary rewards

Gen X



- Efficient, results-driven
- Independent, self reliant
- Motivated by worklife balance, autonomy, time off

Millennials



- Multitasking, communicative, pragmatic, digital native
- Collaborative, strong sense of community and purpose
- Motivated by fulfillment, being involved, appreciation

- Choice to work or not
- Fought for their rights and worked their way up through the traditional workplace
- Concerns more about age discrimination than gender

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- Expected to have it all, but struggling with work-life balance
- Stuck in the middle
- High % part-time workers, issues with returning to work after long career breaks

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- Expect dual careers and sharing family with partners, gender convergence in terms of values
- Concerns on choice of career vs family: can't have it all
- Rising stars, will they drive change?



Areas in common (gender-driven?)

- Preference for (or understanding of) **feminine ways of working and leading**
- Ability to have both **career & family**: flexibility, work-life balance, non-linear career
- **Disappointment**: disconnect between hopes for gender equality and realities of their lives

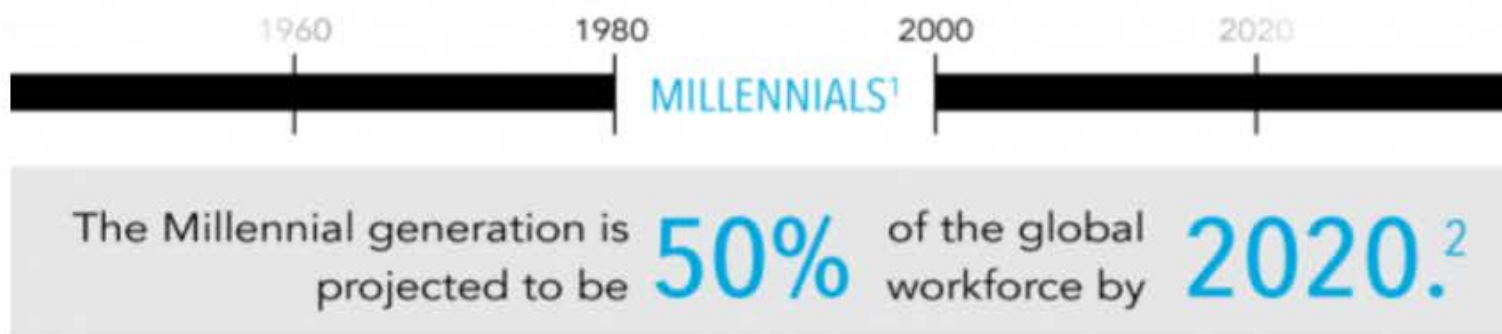
25% of Harvard Gen' X female graduates assumed their male partners' careers would take precedence over their own, but this was the case for **40%**



Areas of tension (generational-driven?)

- Lack of understanding of each other's work ethics: **workaholics vs slackers!**
- Not enough role models or **not the right role models** for the Millennials?

*"The assumption that Millennial women just lack role models to develop as leaders is too simplistic: there are women in senior roles but **Millennial women often reject them as role models**" - E. Kelan*



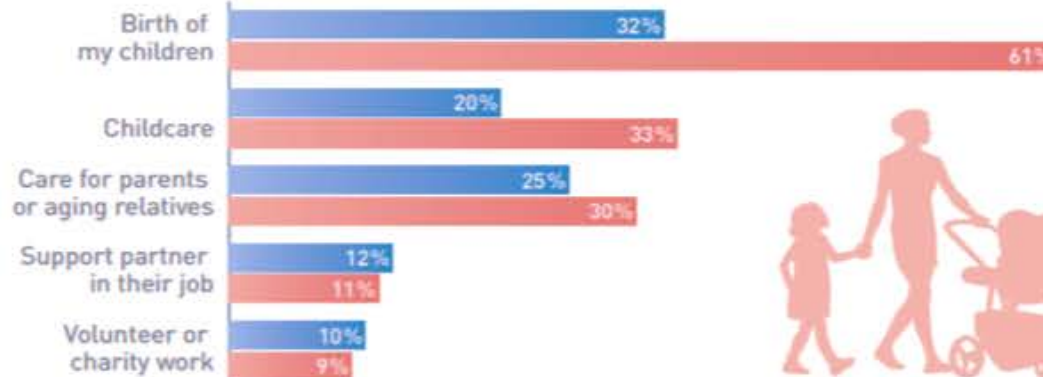
“Thank God for Millennials! ...A lot of the changes we’re seeing are a result of the expectation that the majority of our workforce is now demanding it. When people are thinking about how to attract talent, **they [Millennials] take a hard look at the company, the culture and how open they are to diverse points of view.**”

“In Gen Z there’s an **expectation for diversity** and when it’s not there, it’s noticed”



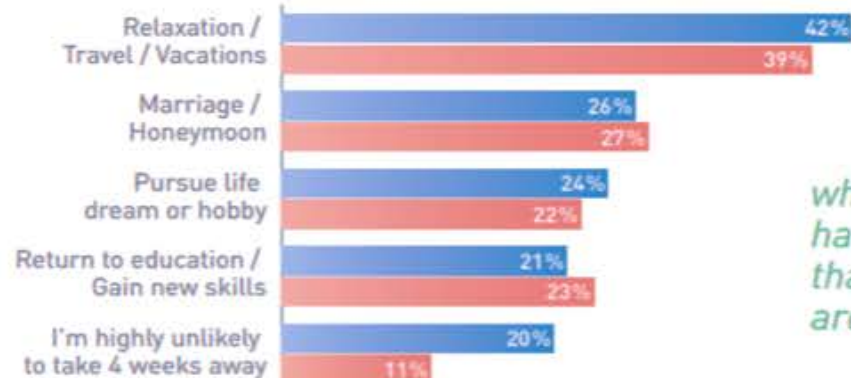
WHY DO MILLENNIALS THINK THEY'LL NEED TO TAKE A BREAK?

CARING FOR OTHERS



Millennial women plan to take more time out of their careers to care for others,

CARING FOR MYSELF



while Millennial men have different priorities that are more focused around themselves.



30%

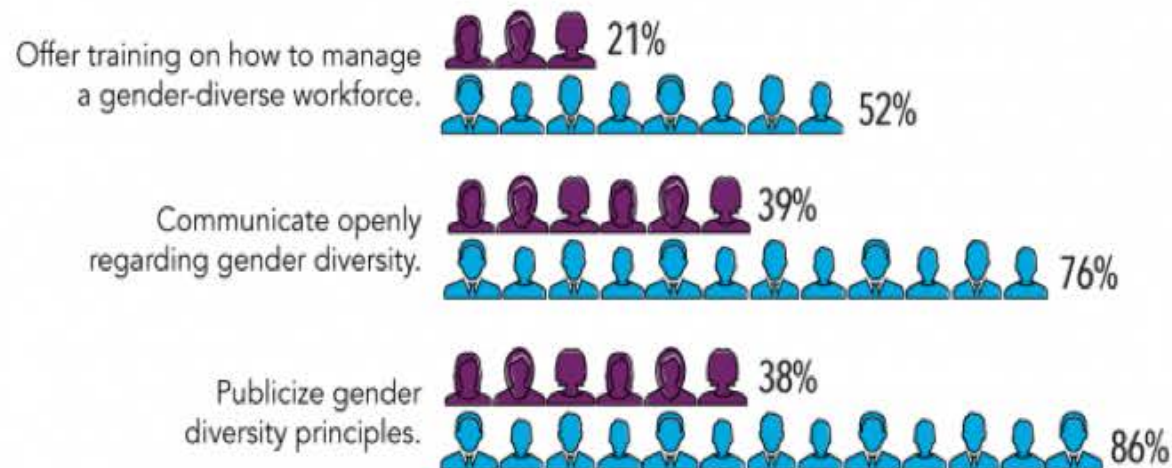
of millennials

said they have
already left a job for
a more inclusive
culture at another
organisation

Women and men have different beliefs about what's being done to address gender bias.

Most men think their employers are promoting gender diversity; few women think the same.

→ Percentage of Millennials who think their organizations:



- **Corporate culture:** does your culture appeal to all the generations in your workforce?
- **Age ≠ Experience:** Mix and match project teams. Complementary skills, diversity, innovation.
- **Prepare the future talent pipeline.** Identify Millennial HiPos, sponsor them. Change mindsets early on (schools).
- **Rethink careers paths:** non linear, flexible working, returnee programmes
- **Rethink the role of the fathers:** tap into millennials values
- **Ensure knowledge transfer** from seniors to juniors but also **reverse mentoring**
- **Inclusive approach:** Avoid generational stereotypes! Treat each as individuals. Race, gender, culture, personality matter more sometimes...



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Best practice sharing session

- Inclusive corporate culture
- Age ≠ Experience
- Rethink careers paths
- Flexible working
- Culture of fathers
- Knowledge transfer / reverse mentoring
- Prepare the future talent pipeline
- Taylor your management style / HR approach to each individual



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Wrap-up

- Don't forget to fill in the **evaluation forms!**
- Evaluation of the JUMP Gender Equality Hub (2013-2015)

Content of
the workshop



Relations with
our team



Networking



Organisation
of the event



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Thank you and see you next time!