

# JUMP

*Promoting gender equality, advancing the economy*

[WWW.JUMP.EU.COM](http://WWW.JUMP.EU.COM)



*Redefine power:  
it's time to share the power between men and women  
to transform the practice of leadership*

SPECIAL OFFER FOR THE EU INSTITUTIONS AND INTERNATIONAL ORGANISATIONS

## What is JUMP ?

JUMP is the leading social enterprise working with organisations and individuals to close the gap between women and men at work, achieve sustainable corporate performance and create a more equal society.

## What is the JUMP Forum?

**The JUMP Forum is simply a must if you are serious about developing yourself as a leader and a change agent understanding the reasoning behind gender equality in the workplace.**

The JUMP Forum combines a full-day of learning with:

- International speakers and visionary experts on the latest trends in gender equality
- Skill-building workshops for your personal and professional lives
- Best practices and dedicated seminars for HR or Diversity leaders

But the JUMP Forum is not only that, it's also a great opportunity to expand your network with many experts and participants.

JUMP is not just about helping women succeed but about creating a culture that values equality and the talents offered **by women AND men**. This event is a must for men as well as women!

## Why attend the JUMP Forum?

### ORGANISATIONS

Increase your competitive edge with JUMP by making the best use of all the skills that women have to offer, by nurturing those women with high potential and broadening your corporate image into a women-friendly company.

### WOMEN

Improve your career prospects with JUMP and invest in yourself by attending skill-building workshops, conferences and by networking with outstanding women and men.

### MEN

You have a role to play and a lot to gain from increased workplace diversity! Learn more on how gender balance and the full collaboration of men can benefit you and your teams.

## Where ?

### HOSTED BY



### ADDRESS

**Mercedes-Benz  
Belgium - Luxembourg SA**  
Avenue du Péage 68  
B-1200 Bruxelles

8<sup>th</sup> MARCH 2018

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

In a society recently rampaged by hegemonic masculinity, sexual harassment and the revival of old power struggles, many people do not recognise themselves in this new world order and aspire to a change in the practice of power. New leaders are revoking the traditional models of authoritarian power and aspiring to a power model based on demonstrated competences and strong values rather than acquired authority. The notion of power is changing, and with this change, leadership models must evolve too.

We need women in leadership because power must be shared. By sharing the power, we will create diverse and inclusive cultures, that value differences and collaboration, that will free up women and men to lead on their own terms, rather than conform to the traditional norm. Such inclusive cultures will also make it easier for women to say no when they find themselves harassed or in uncomfortable positions. But women cannot do it alone, and we need men to engage and do their part too, every day.

Women and men need to step up, build their influence, redefine the rules of power and success and how they can be achieved. It is by showing how power can also be collaborative, inclusive and shared, and by becoming conscious leaders, that we will step-change the balance of power and bring about gender balance.

### *Some of our international guest speakers*

Discover many more at the Forum



**Avivah  
Wittenberg Cox**

...

AUTHOR OF "SEVEN STEPS TO  
LEADING GENDER-BALANCED  
BUSINESSES"



**Josh  
Levs**

...

AUTHOR OF «ALL IN: HOW OUR  
WORK-FIRST CULTURE FAILS DADS,  
FAMILIES, AND BUSINESSES--AND  
HOW WE CAN FIX IT TOGETHER»



**Viviane  
de Beaufort**

...

RESEARCHER AND PROFESSOR  
ESSEC BUSINESS SCHOOL



**Claudia  
de Castro Caldeirinha**

...

SENIOR LEADERSHIP ADVISOR AND  
CO-AUTHOR OF "WOMEN LEADING  
THE WAY IN BRUSSELS"



**Caroline  
Kersten**

...

PARTNER AT LEVERAGE HR AND  
CO-AUTHOR OF «WORLDLY WOMEN  
- THE NEW LEADERSHIP PROFILE»



**Mirella  
Visser**

...

MANAGING DIRECTOR OF THE  
CENTRE FOR INCLUSIVE  
LEADERSHIP, AUTHOR OF «THE  
FEMALE LEADERSHIP PARADOX»



**Jean-Michel  
Monnot**

...

FOUNDER OF ALL INCLUSIVE!



**Dorothy  
Dalton**

...

CO-FOUNDER AND CEO OF 3PLUS  
INTERNATIONAL



## JUMP FORUM PROGRAMME : 9.00 – 18.00

### INSPIRATIONAL CONFERENCES

- *Power and purpose: how gender balance can unlock the power of conscious leadership*
- *What sharing the power between men and women really means: from Boardroom to Bedroom and Beyond*

### TOOLBOXES FOR GENDER EQUALITY

- Engaging men in gender equality: from sceptical spectator to active ally
- The myth of merit and unconscious bias: What's wrong with merit, why equal treatment does not (always) reward the most deserving
- Silence seriously damages your health. Best practices for dealing with workplace sexism and sexual harassment from BNP Paribas Fortis

### LASER-COACHING SESSIONS

- Taste the Power of Coaching, offered by ICF (International Coach Federation)

### SKILL-BUILDING WORKSHOPS

- The female leadership paradox: Power, performance & promotion
- Master class décalée en prise de parole pour vous propulser au Panthéon des orateurs
- 6 key steps to build your charisma
- Cultivate resilience: create calm and rejuvenate
- Nee verkopen, ja krijgen! De subtiele kunst van assertief beïnvloeden
- How to successfully navigate career and family
- De kracht van Personal Branding: jouw potentieel op een authentieke manier in de wereld zetten!
- Réduisez le stress et prévenez le burn-out grâce à la nutrition
- Push aside your career barriers and speed up your transition to leadership
- Moi on m'écoute: gagner en influence
- Turning conflicts into opportunities

*Please note : Sessions will be delivered in the language of their here-above descriptions*

**+ Exclusive material from the Forum (conference videos and PPTs, etc.)**  
**+ Professional photo shoot for your personal branding + Mobile app for better networking**

### WE THANK OUR PARTNERS

#### HOSTING PARTNER



#### WOMEN-FRIENDLY COMPANIES

L'ORÉAL



#### JUMP PARTNERS



McKinsey&Company



StanleyBlack&Decker





Coca-Cola  
EUROPEAN PARTNERS

**wo.men@work award**  
powered by JUMP

— 2018 —

*The Wo.Men@Work Award rewards the CEO who works hardest to achieve gender equality within his or her company based in Belgium.*

The Wo.Men@Work Award rewards the executive manager who works hardest to achieve gender equality at work. Who will win the award for corporate ambassador of gender equality this year? Join us at this exclusive ceremony! The ceremony includes **cocktail and networking dinner**.

## AWARD CEREMONY PROGRAMME: 18.00 - 22.00

18.00	Arrivals & cocktail
18.30	Opening: Coca-Cola & JUMP Etienne Gossart, Country Director Belgium Luxembourg Coca-Cola European Partners Isabella Lenarduzzi, Founder & Managing Director of JUMP - Ashoka Fellow
18.45 - 19.30	A new leadership paradigm through gender balance: from the pursuit of power to the responsibility of power Avivah Wittenberg Cox (author and CEO 20-first) & Josh Levs (author and journalist)
19.30 - 20.15	Panel discussion & Q&A with the candidates: Moderated by Isabella Lenarduzzi & Etienne Gossart
20.15 - 20.30	Speech - Didier Gosuin, Economy and employment Minister of the Brussels Region
20.30	Award
20.30 - 21.30	Dinner

### WE THANK OUR PARTNERS



## Satisfaction survey (In 2017, at the JUMP Forum Brussels, we welcomed 517 participants)

94%

think the concept of the JUMP Forum answers their needs

99%

think that the general organisation is very good

96%

enjoyed the programme of the day

88%

think it's a very good opportunity to network

91%

think that the JUMP Forum provide useful tools and take-aways for their career

96%

think that the JUMP Forum delivers good inspiration and personal development tools

## What participants say



As a man,  
I learnt a significant amount related to the issues women face every day and throughout their careers, how I can be part of changing mindsets and systems and to ensure both women and men can be their authentic best everyday.  
I would strongly encourage more men to join in this discussion and attend the JUMP Forum next year, we need to become an active participants in activities that remove barriers and promote equality.



MAWGAN WILKINS

Senior Director Service Supply Chain Delivery  
EMEA - Cisco Systems

Une organisation parfaite, une très bonne ambiance,  
des messages puissants : oser, changer, évoluer



When an organisation, a platform like JUMP comes together, you have incredible people getting together that will be doing amazing things. So this is where change begins and each one of us is responsible for this.



Un formidable vecteur de sensibilisation,  
de bonnes pratiques, pour faire progresser  
l'égalité hommes-femmes en entreprise



JUMP Forum is a brilliant place for me to network and to meet other people but also really to hear the latest ideas and the latest thinking. I think JUMP has a real touch with the latest inspiration and the latest stories so you can really see here where the field is going



Absolument fondamental pour avancer la place des femmes dans l'entreprise



It's a great atmosphere, it's a great Forum,  
it's a great programme



# JUMP FORUM BRUSSELS

— 2018 —

**Register now**

## ORDER FORM

NAME:	<input type="text"/>	FIRST NAME:	<input type="text"/>
COMPANY:	<input type="text"/>	FUNCTION:	<input type="text"/>
TEL./MOBILE:	<input type="text"/>	E-MAIL:	<input type="text"/>

## INVOICING DETAILS

NAME:	<input type="text"/>	COMPANY:	<input type="text"/>
TEL.:	<input type="text"/>	ADDRESS:	<input type="text"/>
VAT NUMBER:	<input type="text"/>		

DO YOU NEED A PO (PURCHASE ORDER) NUMBER?

☐ YES ☐ NO PO DETAILS:

### INDIVIDUAL PARTICIPATION FEE

### SPECIAL OFFER FOR THE EU INSTITUTIONS AND INTERNATIONAL ORGANISATIONS

All services and catering for the whole day included.

490€/person (instead of 550€) x people = €

### Optional Wo.Men@Work Award Ceremony including networking dinner (from 18.00 to 22.00)

80€/person x people = €

<b>TOTAL AMOUNT</b>	<b>=</b>	<b>€ No VAT applicable for EU Inst.</b>
<b>TOTAL INCLUDING 21 % VAT (IF APPLICABLE)</b>	<b>=</b>	<b>€</b>

I have read and accepted the general terms and conditions available on <http://www.jump.eu.com/condition.pdf>.

**Date et signature :**

This order is valid only after receipt and confirmation by email, fax or post. Please send this document by fax to +32 2 346 79 00 or e-mail to [info@jump.eu.com](mailto:info@jump.eu.com).

#### JUMP Brussels

22 av Winston Churchill - 1180 Brussels BE-Belgium  
T +32 (0)2 346 38 00 M [info@jump.eu.com](mailto:info@jump.eu.com)

#### JUMP Paris

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T +33 (0)1 80 40 03 06 M [paris@jump.eu.com](mailto:paris@jump.eu.com)

# JUMP

*Promoting gender equality, advancing the economy*

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[WWW.JUMPforMe.EU](http://WWW.JUMPforMe.EU)

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Our founder Isabella Lenarduzzi is a Ashoka Fellow. Ashoka Fellows are social entrepreneurs who are recognised to have innovative solutions to social problems and the potential to change patterns across society.