

2014 REPORT

01/04
BRUSSELS

15/05
PARIS



Céline Fremault, Minister for the economy and employment of the Brussels Capital Region, thinks that joy, ambition and talent can match together in order to get a fulfilling work and private life. She noticed that the corporate world is not enough appropriate to manage the family-life. We need to make life easier – by including child care in the ‘titres-services’ system for example. We need to advance the evolution of the role models. The Minister also supports the partnerships between companies and universities and the role of women in export activities. She has launched a website for female entrepreneurs www.womeninbusiness.be in order to help them to gather all the information, to connect and to be inspired by success stories.

During the JUMP Forum we heard that blending masculine with feminine is the key to personal success, wise leadership and inner power. I believe that recovering the power of femininity, in both women and men, can reshape the society for a better.

Women have the power to influence. I hope that your participation to the JUMP Forum has transformed you in “change makers” by understanding the reasoning behind the change and will enable you to lead the change within your organisation.

In these times of political campaign, don’t forget that promises are good but change is better.

When you will cast your vote, remember what Michèle Bachelet said some years ago “When one woman is a leader, it changes her. When more women are leaders, it changes politics and policies.”

Philippe Haspeslagh, Dean of Vlerick Business School, indicated that women participation to MBA’s and management programs is still low. To invest in self-development, time is needed... Women, with their high sense of responsibility and their perfectionism, pay a high career price! While women do not adopt a self-promotion strategy and do not invest time on networking, men build continuously their career. Today, companies need people with a general management perspective, with a vision and a strong network, inside and outside their organisation. Philippe Haspeslagh advise women to delegate at home AND at job! He thinks we can reconcile performance and care. Work must be a pleasure!

01/04
BRUSSELS

15/05
PARIS

01/04
BRUSSELS

JUMPOforum
The event for advancing women in the workplace

CONFERENCE

CAN FEMININITY CREATE A CONSCIOUS BUSINESS?

**WOMEN,
BE THE WAY
YOU WANT TO BE.**

Sophie Bellon, Vice Chairman of the Board of Directors Sodexo, admits that being both a woman and an executive seems to her a struggle. A struggle against stereotypes and against herself because of the feeling of guilty: "you feel guilty when you are at home, not spending enough time with your team, and at work, not spending enough time with your children". She also admits that she feels more efficient when coming back from holiday. She thinks that being yourself is a key feature for a leader.

Sophie Bellon is convinced that a better gender balance will help companies too be more efficient and innovative. She insisted on the advantages of cultural diversity and on the benefits of different approaches. "A company with an inclusion culture is a company where everybody feels good". Women, according to her, can create more value for the company, can bring more creativity and efficiency at every level of a company. She thinks we need more woman at an operational level. Sophie Bellon advices women to be more confident and men to be more supportive, "in order to share the risks together!"



50% OF SOCIAL ENTRENEURSHIP LIES IN THE HANDS OF WOMEN.

Arnaud Mourot, Co-Director Ashoka Europe, faces a challenge: "How to get more men in the social economy?" Today, 50% of social entrepreneurship lies in the hands of women! Arnaud Mourot thinks this is due to the way women perceive the world, because women care more about education, health, environmental issues. Women have, according to him, the capacity to invest themselves in long-term projects, to have a more collective approach, a more inclusive leadership style.



CREATE A CULTURE THAT IS MORE COLLABORATIVE.



WE CAN HAVE TWO POLARITIES, WE DON'T NEED TO CHOOSE.

Valérie Colin Simard, author of the book «Masculin féminin, la grande réconciliation», is the defender of a better integration of feminine and masculine values in each of us. Feminine and masculine attitudes have the same value. It is time to stop to depreciate feminine values. We are, all responsible to get a more balanced society in which everyone has the right to be vulnerable or passive from time to time. We, women and men, can be fragile AND strong. We can have two polarities, we don't need to choose!



MORE DIVERSITY MEANS MORE SUCCESSFUL BUSINESS.

Rik Vandenberghe, CEO ING Belgique, is totally convinced that more diversity means more successful business. "The boat is moving but how can we make this boat moving faster?" He referred to the war of talents and the challenge to give value to female talents, right here and right now. He admitted: "I have been educated by my wife!"

CAN FEMININITY CREATE A CONSCIOUS BUSINESS?

In conclusion, all speakers agreed on the need for managers to include more diverse opinions and approaches. They also agreed on the need for different skills because of the new way of connecting and having strong and long-term relationship with clients.



01/04
BRUSSELS

CONFERENCE

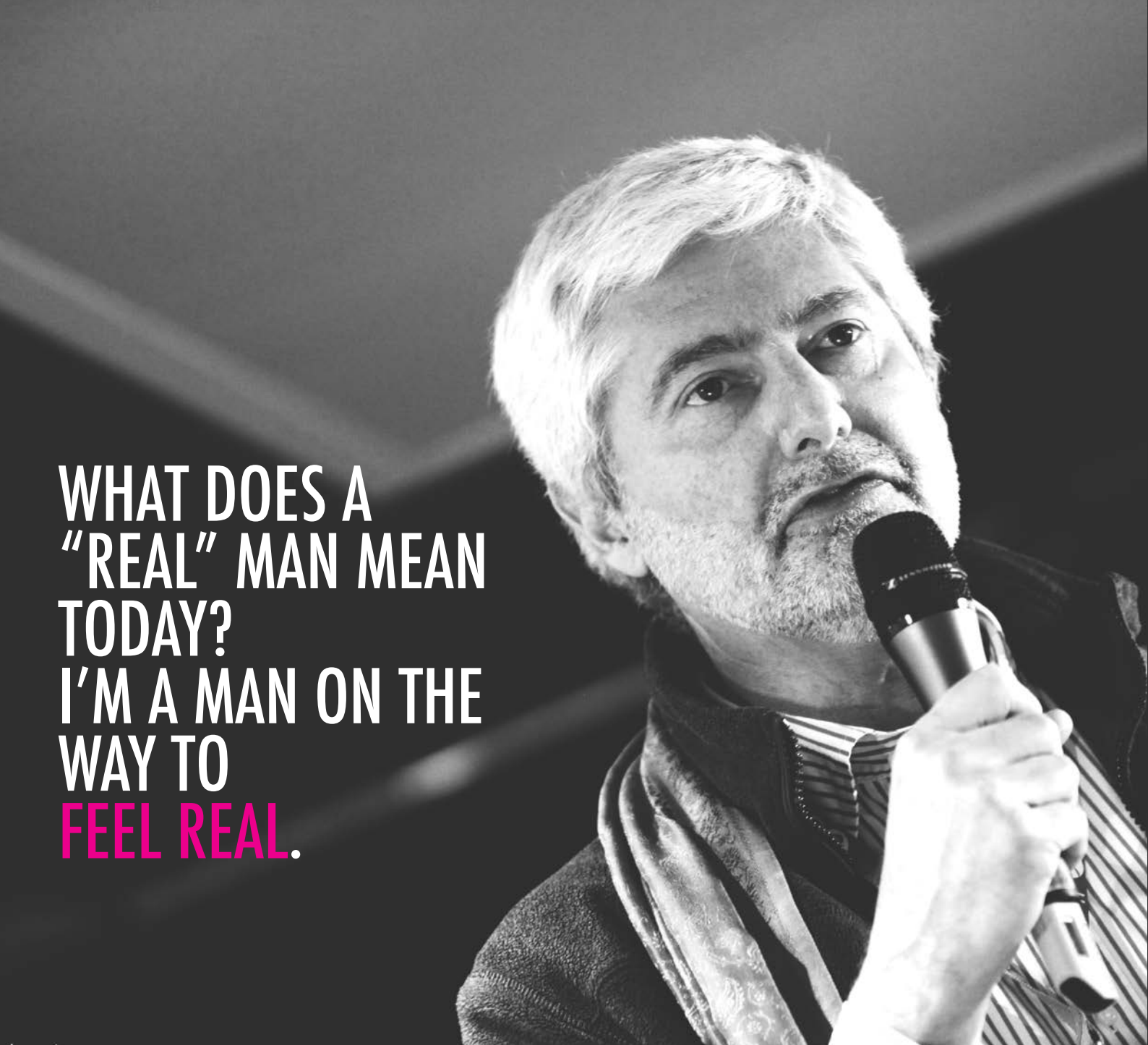
NEW COUPLE MODELS TO SUPPORT WOMEN'S CAREER

WE HAVE
SEEN THE
FUTURE AND
IT WEARS
SKIRTS.



Jenny Garrett, author of “Rocking Your Role”, is the main earner of her family. She is a part of a growing trend of female breadwinners. She had to overcome her own feelings – like guilty, shame, resentment – and doubts about her role in her family. One in five women in the UK are the breadwinner today. This trend is new in Europe but not in the rest of the world! But being the main earner is a challenge: how to get a balanced life? How to get rid of guilty? How to be able to have conversations about money with your partner? How to manage time? How to manage prejudices? You need to address these challenges for your well-being because so many things are on your shoulders...

Jenny Garrett likes to refer to African proverbs, one of them is the following: “Work is good, provided you do not forget to live”. How to make the most of your role while not sacrificing your life? Jenny Garrett gave us advice on time management: give priority to quality time, time when you are really present, stop multi-tasking, don't overplay that strength we have as women! – on money management: have conversations on money with your partner in order to manage it together – on the guilty feeling: decide not to break the role YOU have created – on risks and perception: don't think that if you are the main earner you will lose your children! – on communication: always continue the conversation, we can grow together! “Give yourself permission to do what you want to do!”



WHAT DOES A
"REAL" MAN MEAN
TODAY?
I'M A MAN ON THE
WAY TO
FEEL REAL.

Luc-André Defrenne, President of "Réseau Hommes Belgique", is a "new" man, not a "real" man – what does that mean today? - but a man on the way to feel real! He described himself as a man wanting to live more in harmony with his inner nature. This new way of thinking was caused by the birth of his third son: "which father do I want to be?" Luc-André Defrenne organizes talking groups – only for men – where they can speak about their feelings, without a group leader, something very innovative for men! Within these groups, men can get the experience of talking of difficulties they have faced in different fields (workplace, health, private life), the experience of listening to others, without any judgement, the experience of sharing power, of co-responsibility, something very important in the new couples! Indeed, some couples decide today to choose another way to live together, with an equal power of decision. Luc-André Defrenne has defined his "mission statement". This helps him to know which talents he needs to catalyse, to guide himself and to know if he is acting on what is essential to him. He is looking for the way to bring together feminine and masculine qualities.



COMPANIES SHOULD PROMOTE
THE PARENTAL ROLE OF
FATHERS.

JUMP and Bain&Company have produced a study with 239 fathers and mothers across 16 European countries, mainly in Belgium and in France, who have reversed the traditional roles in their relationships by choice or where it is the man who takes on the main responsibility for the family for several years. The study analyses the motivations behind this choice, the advantages and also the obstacles that persist. Faced with the difficulty of leading a double career within the couple, it was traditionally women who renounced their professional life for the benefit of their family life. However, an increasing number of mothers want to pursue a career and seek the support of their partner. Some households then decided to reverse the traditional system. It is the fathers who take the management of the family into their hands, thus allowing their partners to pursue the development of their professional careers.

STUDY MAIN CONCLUSIONS

CHOOSING TO SUPPORT THEIR PARTNERS' CAREERS IN THE LONG TERM

Based on the results of the study, two main reasons seem to motivate this change in roles: supporting the career of their partners and the desire to spend more time with their families. The study also shows that the majority of households do not consider this family system as a makeshift or quick fix solution but instead as a sustainable solution for their families.

THIS NEW FAMILY SYSTEM YIELDS POSITIVE RESULTS

The pioneering fathers perceive two main advantages of their choice: the opportunity for a better career for their partner and the happiness of the children. Two elements that link the reasons behind their choice. On the side of the mothers, they appreciate these two elements as well as the notion of "rest and less stress in the management of the family." Globally speaking, over half of the fathers questioned are satisfied with their situation. Despite this, 24% of them sometimes have mixed feelings regarding their choice.

THERE ARE STILL SOME OBSTACLES TO OVERCOME

The financial constraint is a major factor. The household cannot allow itself as many expenses as in a situation where two full-time salaries provide for their needs. The men can also have certain problems accepting their financial dependency.

Exclusion (partial or total) from active life is another stumbling block for this family model. Fathers refer to their isolation and a slowdown in their social life.

Pressure from employers and the consequences of their choice on their careers represent a hindrance. This is reflected in the desire of the pioneering fathers to have more flexibility at work and greater recognition for the parental role of fathers, in particular when they work part time.

The opinions of friends and family also represent an obstacle. The fathers of the families questioned feel they have relatively modest support from their families, male friends and work colleagues.

The key obstacles identified by the fathers are directly linked to the reduction in their working hours. We note that 90% of the fathers targeted in the study previously worked full time. Following their choice to take on more family responsibilities, 47% of them work part time or are househusbands/'house fathers'; the others have slowed down their career advancement if they are still working full time.

DEMANDS VIS-À-VIS SOCIETY'S EXPECTATIONS

The households would like above all more flexibility at work, an improvement in childminding services and recognition and the promotion of the parental role of fathers in society and in companies. This is reflected in three ways:

Offering more flexible working options, not only to mothers but also to fathers. These programmes are increasingly in demand and - according to a previous study by Bain&Company - when a company does not offer them to its employees, this generates dissatisfaction among its employees.

Improving the visibility of the fathers who have opted for greater flexibility whilst remaining in posts of responsibility and retaining possibilities as regards the development of their careers. This would make it possible to help change mentalities and the way in which these programmes are perceived.

Improving childminding services and promoting the role of fathers, for example a revision of paternity leave by the government.

THE REPORT IS DOWNLOADABLE ON JUMP.EU.COM

PIONEERING
FATHERS
BEHIND EVERY
GREAT WOMAN
THERE IS A
GREAT MAN



NEW COUPLE MODELS TO SUPPORT WOMEN'S CAREER

In conclusion, all speakers agreed that we are in a transition period. We are experiencing new ways of living together. The challenges ahead are not women's issues but everybody's issues. The world need change makers, to lead the change at work and at home! Get ready!



01/04
BRUSSELS

ONE MAN SHOW

BEYOND MARS AND VENUS, HOW CAN CONFLICTS STRENGTHEN RELATIONS IN THE WORKFORCE

MEN AND WOMEN
HAVE MORE AND
MORE **COMMON**
EXPERIENCES.



Paul Dewandre, author of the theatre play “Men are from Mars, women are from Venus” explained, with humour and sensitivity, how differently men and women react in different daily-life situations. According to him, men want to show their ability to achieve and to find solutions alone while women are more willing to share their problems and are looking for a high quality relationship. Achieving vs. sharing... Paul Dewandre insisted on the different “filters” men and women have: men feel they are in a competition because they think they are all different while women feel more united because they think they are all the same. According to Paul Dewandre, women are expecting others to see and reward what they have achieved. The result is that too many women don’t dare to ask, and when they are asking, it is too late and they are already feeling angry and frustrated! But the situation is evolving: men and women have more and more common experiences. We tend to speak more and more the same language! The message of Paul Dewandre to women is: “Dare to ask, without always explaining why. Don’t be afraid of a negative answer and don’t be afraid of potential conflicts!”