

JUMP

Promoting gender equality, advancing the economy

21st March 2017 | JUMP Forum

*Good intentions, imperfect execution?
Breaking out of our traditional mindsets
to build gender-balance into our organisations*



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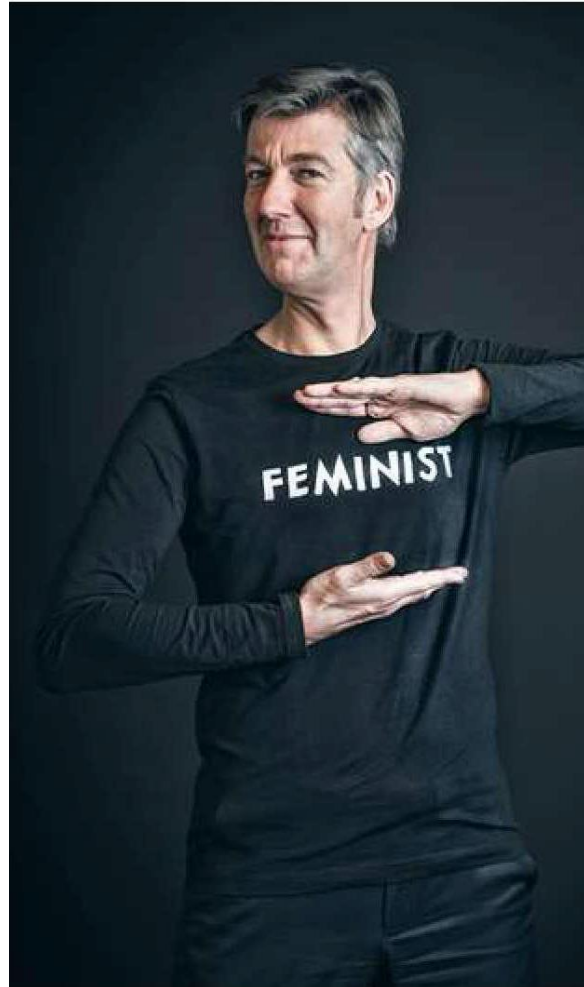
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Erwin Ollivier

GENERAL MANAGER ATHLON BELGIUM
WINNER OF WO.MEN@WORK AWARD 2016

 @Erwin_Ollivier



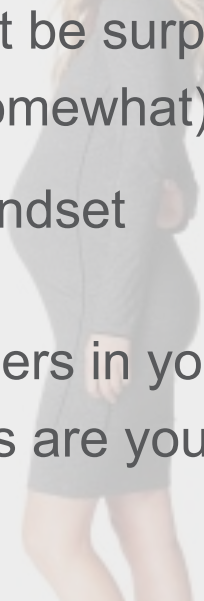
Erwin Ollivier

General Manager Athlon

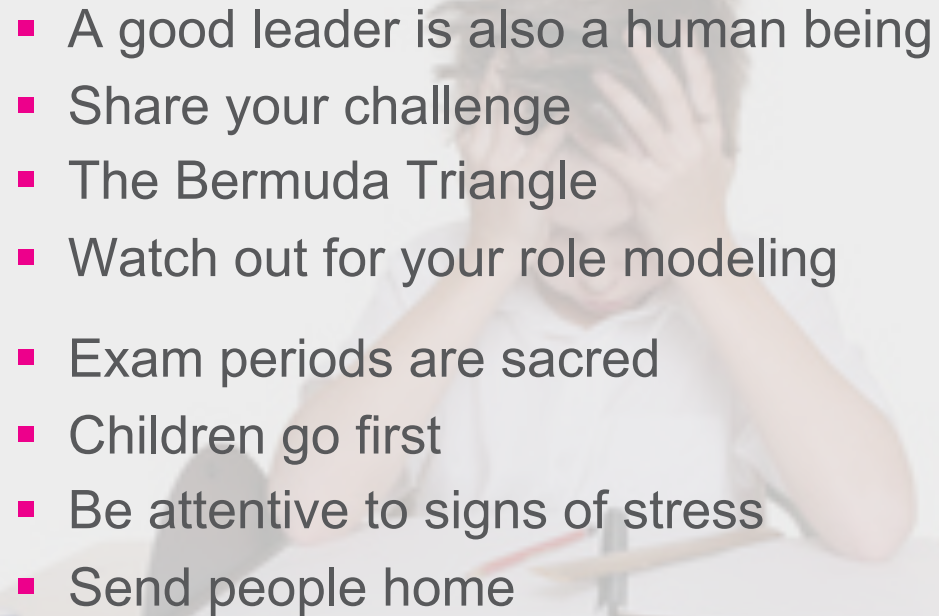
Corporate Gender Equality Ambassador 2016

4 ballads

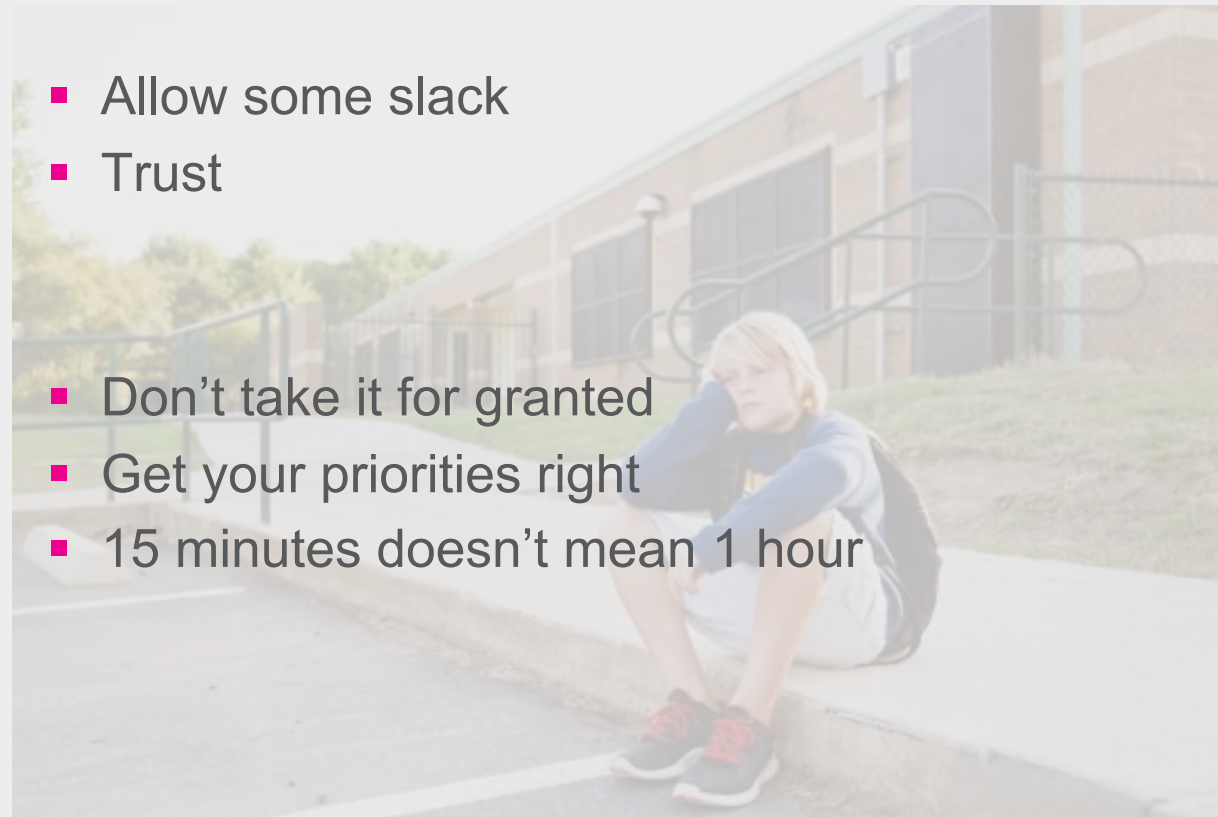
...and some personal wisdom

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- Ask... you might be surprised
 - It's OK to be (somewhat) imperfect
 - It is all about mindset
 - Reach out
 - Talk to the mothers in your company
 - (Young) mothers are your best and most loyal ambassadors
 - Men benefit too

The Ballad of Krista & Anne-Marie

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- A good leader is also a human being
 - Share your challenge
 - The Bermuda Triangle
 - Watch out for your role modeling
 - Exam periods are sacred
 - Children go first
 - Be attentive to signs of stress
 - Send people home

The Ballad of Sabine & Erwin



- Allow some slack
- Trust
- Don't take it for granted
- Get your priorities right
- 15 minutes doesn't mean 1 hour

The Ballad of Anne-Sophie

- Be aware of perceptions
- Discuss proactively with your manager
- Evaluate on output and impact
- Make performance visible



– For Women

– For (Male) Managers

– For Companies





- Don't be too harsh on yourself
- ...nor on your partner
- Allow for some 'me'-time
- Don't play yourself down
- Don't forget to shine
- Don't decide for the company
- The truth is out there...



- Talk to female employees
- Talent management – identify & groom
- Mothers welcome
- Reach out: show you care
- Key meeting time window
- Silent hero culture
- Exam periods are sacred
- Kids always go first
- Act within your field of influence
- Enriching experience



- It starts (and ends) at the top
- Gender balanced recruitment process
- Challenge the final decision
- Break down the gender pattern
- Salary alignment
- Mothers should be mothers, fathers should be fathers
- Holidays for sale
- Female mentoring ring
- A good product & happy employees lead to satisfied customers

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See what counts.

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Thank you for your attention!

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