



Why Women Mean Business

Presented by Candy Tymson

**Forget China, India
and the internet:**

**Economic growth is
driven by Women**

The Economist, 12 April 2006

Having Women at the Top

is good for the
bottom line



Three “W’s” Shaping 21st Century

WEATHER...

Global warming &
sustainability issues

WEB...

It’s power & it’s impact

WOMEN...

Their power & their impact

44%

No longer a minority!



tom peters

Re-imagine!

Business Excellence in a Disruptive Age

OPPORTUNITY KNOCK-OUT

“My beat is business performance, not social justice. So I look at the issue of women and talent through business performance lens.

And what I see, quite simply, is a strategic opportunity of the first order.

That opportunity is knocking ... and it won't wait long for you to open the door.”

Tom Peters

**No longer a
'Woman's Issue'**



Now a Business Issue

A close-up photograph of two white earbuds with silver mesh grilles, resting on a sheet of aged, yellowed music paper. The paper features black musical notation, including staves with notes and rests. The earbuds are positioned diagonally, with one in the foreground and another slightly behind it. The background shows a coiled white cable. The overall scene suggests a connection between modern technology and traditional music.

**There's a new tune
replacing the old**

in the diversity song book

Children



Careers

**Most
children
have
two
working
parents**





**Women and Men
can be equal**

and different

Become Bilingual



**fluent in both male-speak
& female-speak**

Becoming Gender Bilingual

- 1. Top management commitment**
- 2. Proactively managing difference**
- 3. Empowering women**
- 4. Banning bias from corporate systems and processes**

The way forward...



- ➔ **Gender programs need a budget, not just a committee of volunteers**
- ➔ **Rethink ‘flexibility’ in response to changing social needs and attitudes**

The way forward...



- ➔ **New approach needed to attract and retain 'second generation' of women.**
- ➔ **Become fluent in gender-speak in language and culture.**

**but wait -
there's more**



The case for creating an ageless workforce



This decade - 1.3 million new workers



Next decade - drop to 300,000 or less



**Does your council
reflect your community ?**

