

RICH THINKING: HOW TO LEVERAGE GENDER INTELLIGENCE FOR GREATER SUCCESS IN BUSINESS

Barbara will discuss how you and your company can leverage gender intelligence to grow revenue, market share and profitability. Key points include:

- What does success look like? Best practices from around the world.
- The balance of men and women in leadership roles.
- The organization's use of social media and technology to reach women.
- The existence and influence of the Chief Social Officer and the gender intelligence advisory board.
- How well your company understands the financially confident woman.
- How well your firm designs products and services for women.
- The degree to which your company is perceived to display transparency and to engender trust.