

Barbara Stewart

RICH THINKING:

HOW TO LEVERAGE GENDER INTELLIGENCE FOR GREATER SUCCESS IN BUSINESS

Barbara and Richard will work with you and your leadership team to show how you and your company can embed best practices in gender diversity to grow revenue, market share and profitability.

Key discussion 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.

Barbara and Richard will lead you through the development of the steps you need to take to leverage gender intelligence for greater success with your own firm.

- How to define your company's path: what do you aspire to?
- What do you do well and what do you need to improve?
- Where are the critical gaps between your current state and your desired future state?
- What specific actions and initiatives do you need to take to close the gaps?
- How to measure your progress and what success looks like.