



ADVANCING EXECUTIVE WOMEN: 5 STEPS TO A MORE PROFITABLE, COMPETITIVE AND EFFECTIVE ORGANIZATION

Keynote Presentation or Workshop

Joelle K. Jay, Ph.D., MCC

Companies that attract and develop executive women gain amazing benefits. The research shows that companies with more women:

- Are more profitable (18-69%)
- Are more competitive (25%)
- Are more effective because they demographically reflect the market (83%).

Unfortunately, organizations want to benefit from more executive women and are trying... but not succeeding. Companies recognize the need for better diversity. Otherwise the Fortune 500 would not be spending at least \$8 billion a year to promote workplace diversity, much of it aimed at advancing women. Yet after this enormous investment...

- 85% of the leaders in most fields are still men - a figure that hasn't changed much in the last 15 years.
- Women report being subject to unsustainable pressure that makes them less and less happy - tempted to give up or opt out.

So the bad news is: much of what's being tried before to boost women into positions of leadership does not work. The good news is: executive women have proven themselves capable of overcoming the barriers, reaching the top of their organizations, and gaining a new advantage.

The Presentation: Advancing Executive Women

During the presentation "Advancing Executive Women" you'll discover how women reach new levels of personal and professional success – including joining the top 5% of their organizations – and create win/wins for their companies. Women excel in leadership when they:

- Form networks of power, advocacy, and sponsorship
- Align their personal goals with their professional goals
- Navigate hidden biases
- Know their own value - and communicate it
- Acknowledge – publicly – where bias exists.

Joelle's approach has been endorsed by Marshall Goldsmith, Jim Kouzes, Stephen Covey, and more. Joelle draws on her experience coaching top executives in some of America's most respected companies, including Google, Apple, Microsoft, MetLife and Adobe to help leaders join the top 5% of their organizations while leading the life they envision for themselves.

What Participants are Saying:

“*Personal Leadership* is significant and getting more important with the challenges we face in our workplace.” - Randy MacDonald, Senior Vice President Human Resources, IBM.

Your Presenter: Joelle Jay, Ph.D., Coach to Executives in Some of America's Most Respected Companies



Joelle K. Jay, Ph.D., is a principal at the global leadership development firm, Leadership Research Institute. As an executive coach, author and speaker, Joelle helps leaders achieve top performance and business results. Her clients include presidents, vice presidents, and C-level executives in Fortune 500 companies. Joelle is the author of *The Inner Edge: The 10 Practices of Personal Leadership*. To find out how Joelle can help you reach the next level, visit: www.TheInnerEdge.com.

FOR MORE INFORMATION:

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