

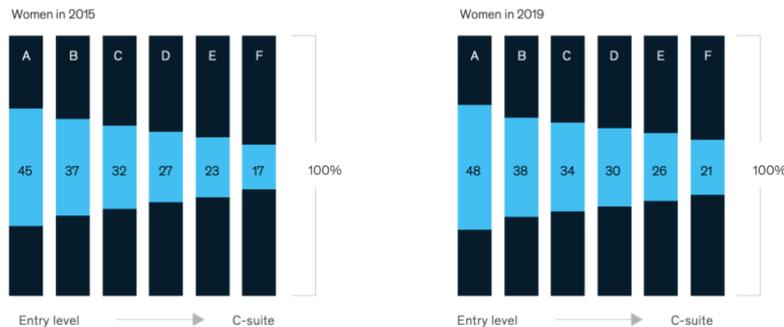
# Women Empowerment Workshop Program

## Why join:

The feminine way is not well enough represented in our world and certainly is not being effectively applied or valued. That is reflected in many ways; one of the most evident signs of it is in the gender imbalance at leadership positions. According to an article from Harvard of Sep 23rd, 2015, “*women are underrepresented in most senior-level leadership positions. They account for less than 5% of Fortune 500 CEOs, less than 15% of executive officers at those companies, less than 20% of full professors in the natural sciences, and only 6% of partners in venture capital firms*”. Another study of the same year by McKinsey on a broader number of companies showed an overall number of 17% of C-suite female leaders. Still, according to McKinsey, this has been improving in the last five years to 21% a much better figure. Yet, female leaders lack behind. In a recent consolidation of the current status, titled **Women in Business 2020: Putting the Blueprint into action**, Grant Thornton International Ltd point out to a higher level of 29% of women in a senior leadership position. Not all of those are C-suite levels. From that total, women are now occupying 20% of the C.E.O.s positions in 2020. According to the World Bank, in 2019/2020, women make up to 48% of the workforce. Therefore, despite the improvement, there is still a big gap. That is a gap we want to help to close.

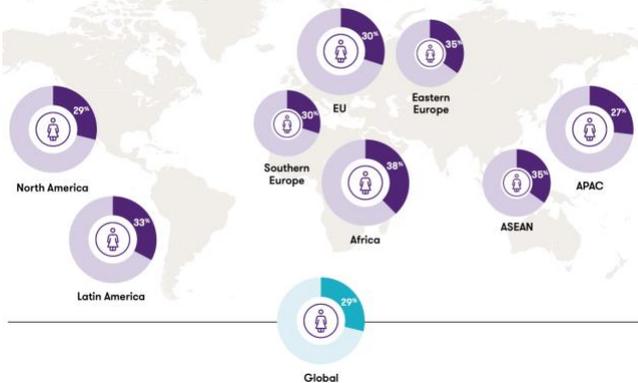
Representation of women by level, % of employees

A = Entry-level B = Manager C = Senior Manager/Director D = Vice President E = Senior Vice President F = C-suite

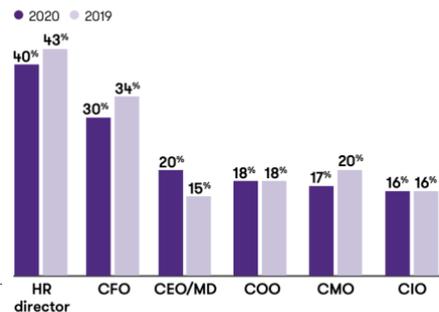


Source: 2019 McKinsey & Company and LeanIn.Org Women in the Workplace study

Proportion of women in senior management by region



Proportion of women in specific roles, 2020 versus 2019



Source: Women in Business 2020: Putting the Blueprint into action by Grant Thornton

*The feminine way is not only about gender, though. It is about feminine characteristics being seen as less valuable. In recent decades this is changing, and the traditional view of good leadership is changing too. According to many researchers, for example, the article **Leadership and Gender Differences—Are Men and Women Leading in the Same Way?** (Cătălina Radu et al.), inform us masculine characteristics are losing relevance while more feminine ones are raising as more effective. The article says "Traditionally, the most appreciated leadership characteristics were masculine in their nature. Yet, in the past years, the researchers have shown that many of these traits (assertiveness, individualism, and task orientation) did not always contribute to the efficacy of leadership. ... It is interesting that many of the traits of the transformational leadership (such as collaboration and empowerment) are associated traditionally with women, which illustrates that many feminine features contribute to the leadership efficacy."*

*Culturally, there is also a significant bias in play when evaluating the quality of work and leadership skills of a woman, especially when failure is involved. That is illustrated in another article from Harvard, this one from 2016, a study by Victoria Brescoll, a social psychologist at Yale School of Management. Victoria, who studies gender stereotypes, describes how the same fictional situation considering the actions of a chief police officer got very different assessments when the chief was a woman or a man. The story was about a police chief in a major city preparing for a big protest rally. The article describes: "Several hours in, the protest got out of hand and the chief dispatched squad cars. In one version of the story, the chief didn't send enough officers, and twenty-five people were seriously injured." In the study, the officer got different scores of reduced approvals when the chief was a man (-10%) versus when the chief was a woman (-30%).*

All that all happens, despite the evidence of no biological explanation for this perception. As Harvard documented in yet another article in 2017, the differences we see in the world don't seem to be explained by biological differences. The article says: "... Janet Hyde, a developmental psychologist and an authority on gender differences, reviewed 46 meta-analyses that had been conducted on psychological gender differences from 1984 to 2004. (A meta-analysis examines the results from a large number of individual studies and averages their effects to get the closest approximation of the true effect size.) Hyde's review spanned studies looking at differences between men and women in cognitive abilities, communication, personality traits, measures of well-being, motor skills, and moral reasoning. She found that 78% of the studies in her sample revealed little to no difference in these measures between men and women; this supports her gender similarities hypothesis, which states that men and women are far more similar than they are different."

Also, amounts of aggression and competitiveness are comparable between genders at similar levels in many cases as described in the article of Kaj Björkqvist published by Åbo Akademi University, Dept of Developmental Psychology, P.O.B. 311, FIN-65101 Vasa, Finland. In the highlights of his report, the author makes clear that the way aggression is present for each gender may vary, but both can be aggressive. What happens though, is that the demands, punishment and criticism on more competitive, assertive and aggressive behaviours are far more evident against women. Aggressivity is praised in men and condemned in women. That makes it harder for the female to flourish.

Another myth is that women are worse than man at STEAM (science, technology, engineering and mathematics). Mathematical skills are the same or slightly better for women when the same level of confidence is present. Here is the conclusion of one study titled **Gender differences in individual variation in academic grades fail to fit expected patterns for STEM** (Rose E. O'Dea et al.): "Fewer women than men pursue careers in science, technology, engineering and mathematics (STEM), despite girls outperforming boys

at school in the relevant subjects.... Here, we use recent meta-analytic advances to compare gender differences in academic grades from over 1.6 million students. In line with previous studies, we find strong evidence for lower variation among girls than boys, and of higher average grades for girls.”.

In general, we could say that most of the structures, paradigms and ways of working, doing business or dealing with leadership are masculine or patriarchal. That happens even though according to several studies, the biological differences regarding the skills of women versus men in the vast majority of cases simply do not exist. Meantime, several recent studies praise women (or feminine traits) as better leaders.

### Women Are Rated Better Than Men on Key Leadership Capabilities

According to an analysis of thousands of 360-degree reviews, women outscored men on 17 of the 19 capabilities that differentiate excellent leaders from average or poor ones.

Capability	Women's percentile	Men's percentile
Takes initiative	55.6	48.2
Resilience	54.7	49.3
Practices self-development	54.8	49.6
Drives for results	53.9	48.8
Displays high integrity and honesty	54.0	49.1
Develops others	54.1	49.8
Inspires and motivates others	53.9	49.7
Bold leadership	53.2	49.8
Builds relationships	53.2	49.9
Champions change	53.1	49.8
Establishes stretch goals	52.6	49.7
Collaboration and teamwork	52.6	50.2
Connects to the outside world	51.6	50.3
Communicates powerfully and prolifically	51.8	50.7
Solves problems and analyzes issues	51.5	50.4
Leadership speed	51.5	50.5
Innovates	51.4	51.0
Technical or professional expertise	50.1	51.1
Develops strategic perspective	50.1	51.4

Note: The t-values of all data are statistically significant.

Source: Zenger Folkman 2019

From: "Research: Women Score Higher Than Men in Most Leadership Skills," by Jack Zenger and Joseph Folkman, June 2019



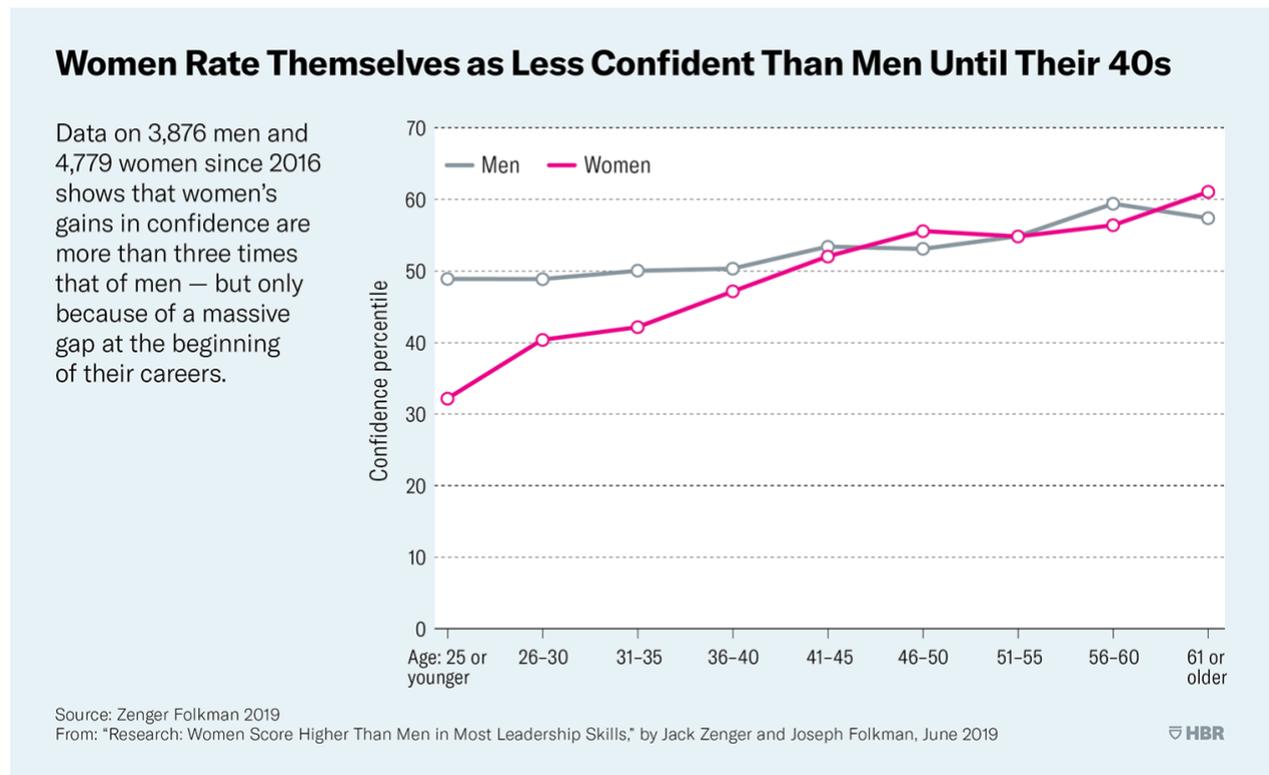
\* Source Harvard Business Review

There is no problem with the masculine qualities; we all should make fair use of them. But a more balanced world would be more inclusive and equitable towards better and more sustainable positive results. For that, the use of more empathic abilities, more profound concern for people above power and other characteristics that do show more today in women than in men, are welcome. According to the U.N. Women data, currently, in Latin America, a woman spends from 250 to 350 minutes per day in unpaid domestic work, while men at highest average spend 150 minutes in those activities. In other places of the world, differences are similarly significant.

We also lack creativity, compassion; our planet is being destroyed under competitive approaches, while collaboration becomes renegade to a marginal role. We need both women

and men to change that. Best to start by women believing they can do so and, finding ways to do it effectively, embracing their nature while flourishing as leaders, side by side with the men.

We can only change the world if we start by taking responsibility as women and changing ourselves. Now, we all need support, help and awareness. That is what this program is aiming to deliver.



\* Source Harvard Business Review

## To whom is this program:

We developed this program to support women aspiring to enhance themselves personally. It is made for women who wish to be in control of their own lives. It is made for women who want to build the basis for a more relevant and meaningful role in their communities, work environment and homes. The women in this program have the characteristic of being determined and ambitious to direct their lives as they want and believe in and, in the process, change the world for better.

Not all women need to be leaders in the workplace or get to higher positions. The women who decide to take this program want to have the choices available and decide on her own what she wants without the burden of feeling they are less valuable. They want to work on their development and lives beyond the cultural limitation they encounter and even share.

According to a recent Harvard article release in 2020, based on different researches, *“women are less likely to apply for jobs unless they are confident they meet most of the listed*

*qualifications. A man and woman with identical credentials, who both lack experience for a higher-level position, come to different conclusions about being prepared for the promotion. The man is more inclined to assume that he can learn what he's missing, while in the new job. He says to himself, «I am close enough.». The woman is inclined to be warier and less willing to step up in that circumstance.".*

The woman applying to this program want to be free to make her choices even daring ones and to feel confident. They want to be empowered, not to be caught by the current cultural limitations.

## Content of the program

Program duration: 10 sessions, approximately 5 months.

### Personal Level Module:

**Self-worth/self-esteem:** based on ontological views of the art of being and on diverse teachings, we use this first workshop to cover the tendency of feminine co-dependency and propose a proactive way of living. We will cover concepts of authenticity and possibility for women who want to develop their own ways of being successful.

**Comfort zone and self-care:** in this second workshop, we will explore how comfort and stress relate to our being confident and with our performance. We will revise what stepping out of our comfort zone teaches us and how to take advantage of it. The objective of this module is to enable women to be proactive and to take responsibility for their lives. We are confronted by self-doubt or inner criticism from times to times, but there are ways to overcome all that. We will cover what the necessary mentality is and which actions are demanded. We will revise tools for more consistent performance. We also will discuss the supportive role of the "me-time" without guilt feelings. We will work on Body/Mind/Spirit balance built from individual terms, not following vogue tips.

**Criticism and failure:** in this third workshop, we will work about the "Imposter Syndrome" and examine which grounds, threats and opportunities are coming from how we approach criticism. We will learn to use criticism positively and explore the benefits of failure by understanding the roots of the fear behind failure and the role that our context plays into it.

**"Sharpening the saw":** we will revise which are and how to create positive habits for a positive and creative mindset. We will practice how to implement them consistently, and we will establish a compelling new context for female accomplishments. This module connects with self-care and nourishing of inner values.

## Interpersonal Level Module

**Women's Rights are Human Rights:** During this module, we will lay the foundation of essential concepts of gender norms, roles, relations, and stereotypes. We will talk about the gender division of labour and the pay gap between genders. We will cover the current Human Rights framework, including the connection with the Sustainable Development Goal #5 on how to achieve gender equality and empowerment of women and girls. A glance at related statistics will be provided. Topics like how to deal with harassment will be explored.

**Context and paradigm:** by studying several concepts, including the ones presented by Stephen Covey as well as Viktor Frankl teachings, we will explore identifying our purpose from understanding what and how paradigms and context drive our perception and action.

**Freedom and choice:** through learning about our circles of concern, control and influence, we will learn and practice how to make choices that are not only consistent with our values but powerful and fully aware. We will explore why and how "actively-choosing" gives us the power to interact positively towards the life we want.

**Communication effectiveness in diversity:** we will revise in this workshop what is and how to practice emphatic listening through examples and exercises. We will discuss topics like the impact of vectors of courage x empathy and synergy and how emotional intelligence play a role in our listener and communicator competences. We will practice how to expand our influence. This workshop includes the topic of negotiation in feminine terms. We will propose and analyse what is the win/win/no deal strategy and how to make it possible in most cases.

## Management & Leadership Module:

**Management in simple terms:** in this workshop, we will explore useful and practical tools on how to manage resources, teams and time by exploring the quadrants of tasks and value. We will cover and exercise how to engage in empowering delegation, and we will examine the role of celebrating and rewarding. You can consider this a mini qualification in project management.

**Change management and conflict management:** in this last workshop, we will cover what the needed basics and what the common traps are to overcome obstacles when either changes or conflicts come into play. We will quickly cover what the recent changes in the workplace are and how to work sustainably using them in our favour.

## How the Program is Delivered:

The program is delivered in 10 Workshops.

Language: English

Workshop dates and plan:

Check our website for updates on the dates of each group.

Location: Online

Time: usually 19:00 at your time zone

## Extra features:

The program includes participation in an international community (membership-based) on a private web-based platform and/or LinkedIn group.

5 Mentoring Sessions included along or after the modules

International sessions (onboarding and feedback as a minimum)

Continuing membership at the annual fee for international virtual events

Support to other women by sponsoring their program for free at 50% of the paid prices.

## The basic structure of the workshops (variations may apply):

Pre-reading will be sent a week before the workshop. It may involve articles, parts of books, exercise or videos.

Check-in: 15 min

Theory presentation: 30 min

Practical exercises: 30 min

Learnings and feedback: 30 min

Q&A: 15 min

Post-assignments: an exercise will be provided for the participants to practice in between sessions. Additional reading material or resources will also be provided.

**Materials:** Participants will receive materials/handouts after each session in electronic format.

## Certification:

AdvantiKA GmbH will issue a certificate of attendance.

## Workshop leader: Karime Abib

**Credentials:** Industrial Engineer graduated in 1996 was 1 out of 8 women in a class of 80.

Master's in business administration (2008) holder with post-MBA diploma in Advanced Studies of Sustainable Business (2014). Karime is also a B-Leader by B Lab Switzerland, a

Six-sigma Black Belt and Lean-Manufacturing expert. She is an experienced change leader with 24 years at different senior management positions at Delphi and Unilever, manager of male teams of up to 30 direct reports, as well as mixed-gender teams of various sizes and up a total of 200 people in the organisation. Karime has been an advisor to senior-level management at Unilever and trainer of hundreds of other managers. In 2018 she became DrivenWoman Group leader and, since 2019, she is a Mentor for women at Thrive with Mentoring.

## Workshop leader: Dr Latasha Carter

**Credentials:** Educational leader and visionary with a demonstrated history in leadership development, educational consulting, public speaking, professional coaching, and program development. Latasha holds a Degree as a Doctor of Education (Ed.D.) - field of study: Educational Leadership and Administration, General. She is a marvellous teacher and leader who is not only a mentor but also our Affiliated Ambassador in the USA. She was the founder of Greatness in Girls. She has also been teaching and supporting women in both the USA and in Wuhan/China. Latasha has been appointed to the Liberty STEAM Charter School Leadership Team.

## Supporting a cause:

The Women Empowerment Workshop Program is provided by AdvantiKA GmbH a company signatory of the 1% for the Planet initiative, and it is possible at a lower fee because it is being supported by AdvantiKA's commitment to be of service. We are studying ways to increase our possibilities to get to the point of providing this program for free to people who cannot afford it. We hope to be able to do so by 2021. This program is part of an initiative called "Set for More" hosted by AdvantiKA and partners.

## Workshops theoretical foundation:

The following concept, ideas and philosophies are combined into the workshops, supported by the personal and professional experience of the workshop leader:

- Basics of Ontological philosophy;
- The 7 Habits of Highly Effective People by author Stephen R. Covey;
- Emotional intelligence by authors Travis Bradberry and Jean Greaves;
- Additional materials from diverse recognised authors as Noah Harari, Simon Sinek, Peter Block among others
- Landmark education insights and Werner Erhard ideas (Speaking Being);
- Awareness, wisdom and compassion development according to Modern Buddhism (without religious connotation);

- Insights from McKinsey&Co Report 2017: Reinventing Workplace for Greater Gender Diversity and McKinsey&Co, Accenture and other consultancies further reports from 2012 to 2020;
- Several Harvard Business Review articles and several scientific papers published and revised by renown academia institutions:
- Updated articles from respected publishers;
- Applied on the job and practical experience in project management & change leadership at corporations implementing sustainability, diversity, and in the leadership of supportive female groups (for instance, at DrivenWoman and Thrive with Mentoring).