

REALIZING THE FULL POTENTIAL FROM WOMEN'S LEADERSHIP

A BUSINESS PERSPECTIVE

SPEECH TO FIFA SYMPOSIUM

VANCOUVER, 5 JULY 2015

NATASHA BONNEVALLE



52%

15%



85%

3%



49.6%

22%

WHAT IS THE
OPPORTUNITY?



SHARE
PRICE
+26%

BROADER PERSPECTIVES

BETTER OUTCOMES

OPERATING
PROFIT
+48%

COMPLEMENTARY STYLES

GREATER ORGANIZATIONAL ENGAGEMENT



HOLISTIC PERSPECTIVE

TRIPLE BOTTOM LINE

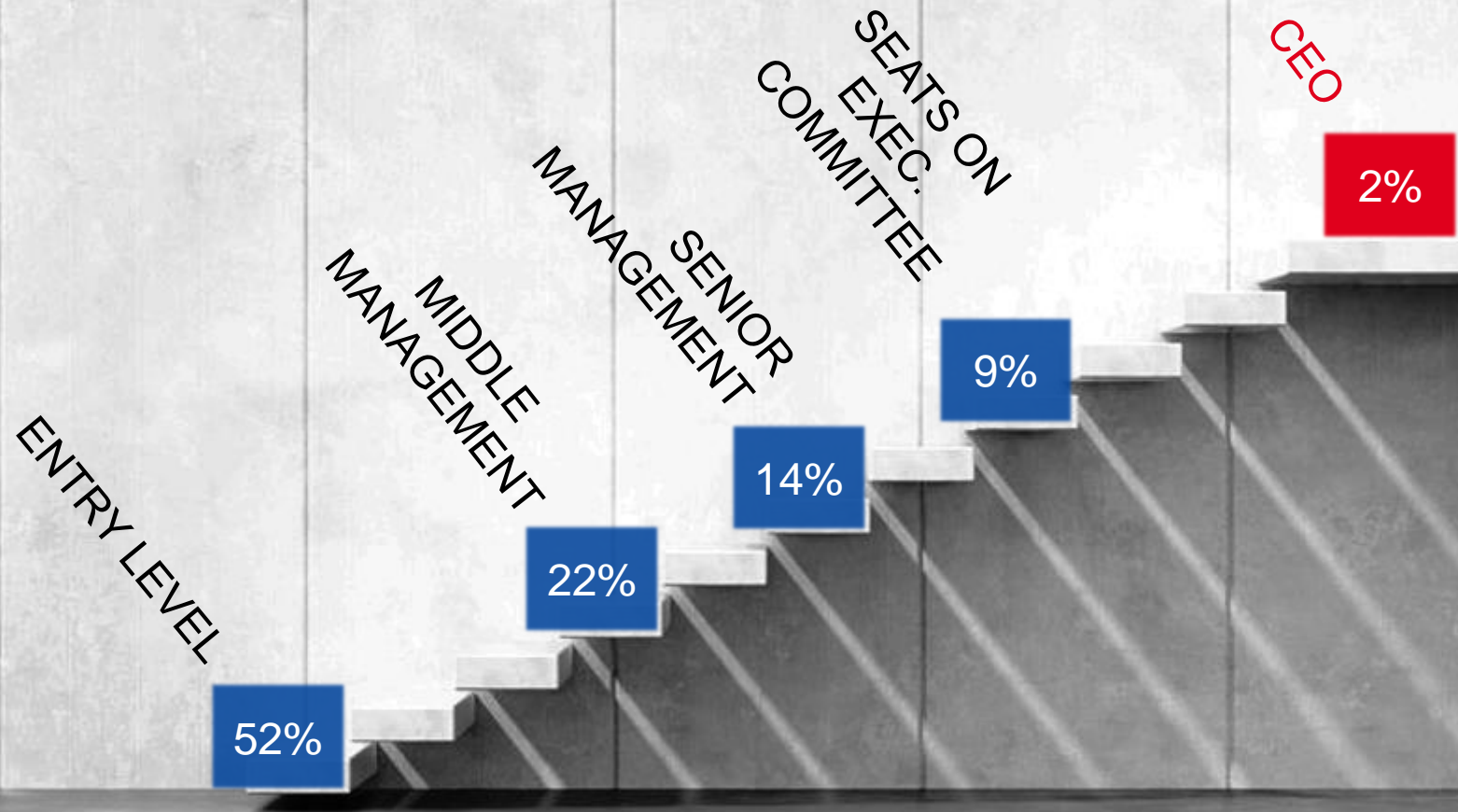
ROIC
+60%

DIVERSITY

BRINGS BETTER

OUTCOMES

CRITICAL MASS
IS CRITICAL





INSTITUTIONAL OBSTACLES



DOUBLE RESPONSIBILITY

“ANYTIME, ANYWHERE”

SHIFTING INTO STAFF ROLES



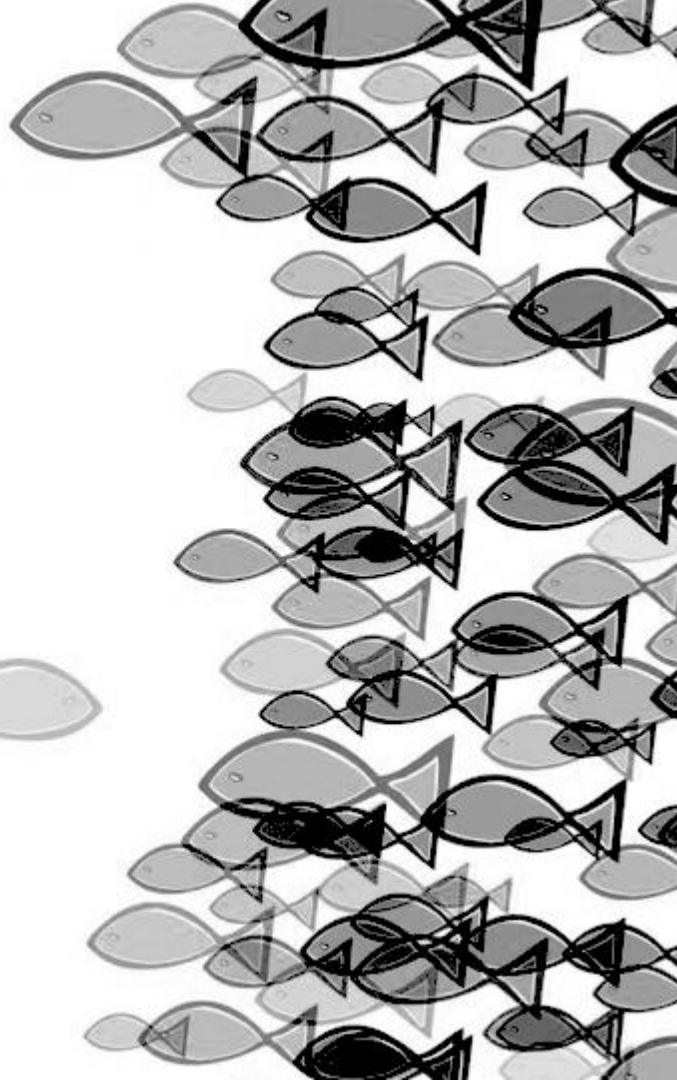
COMMITMENT – AT ALL LEVELS

FEMALE LEADERSHIP PROGRAMS

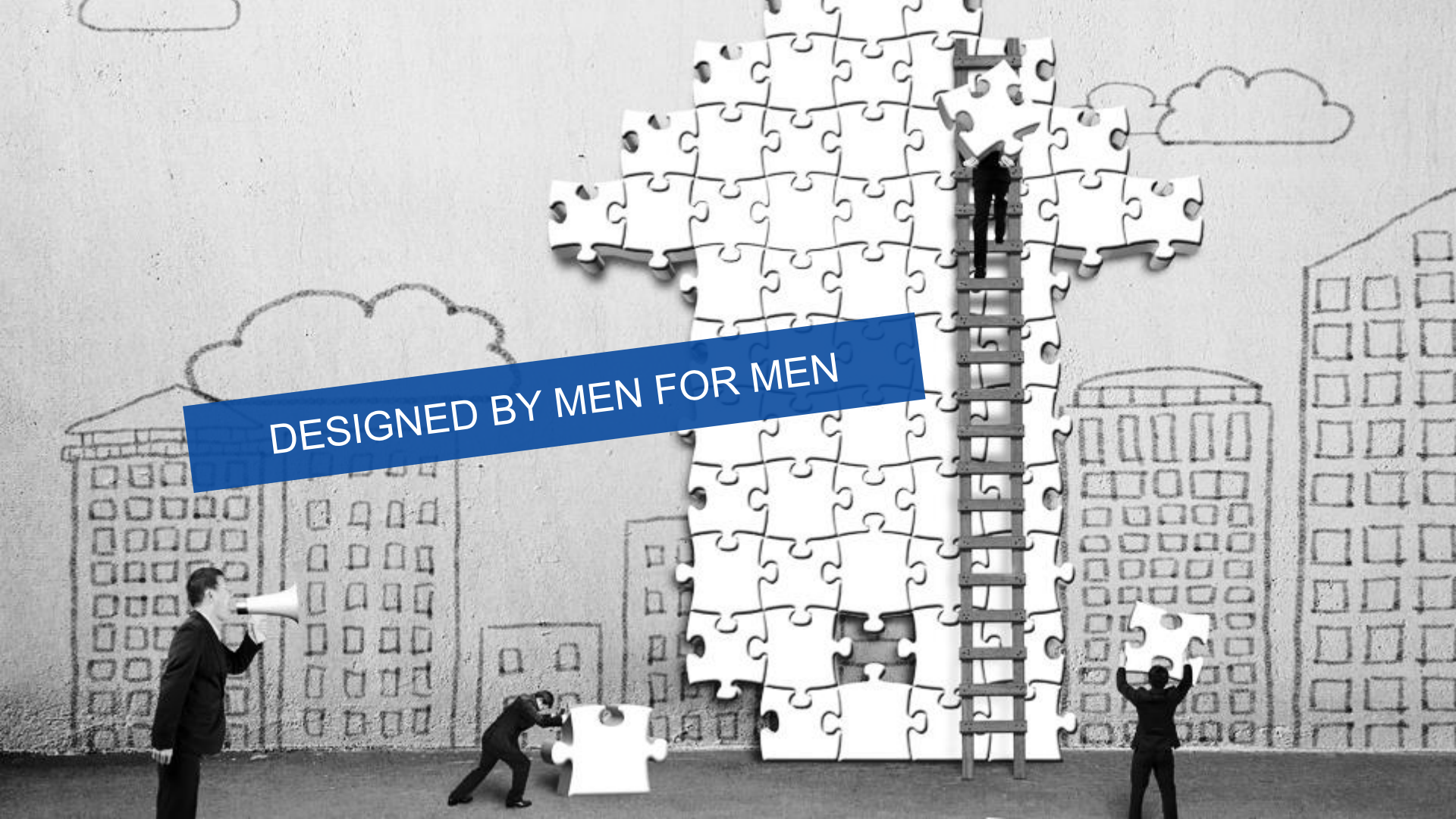
MENTORING & SPONSORING

INDICATORS

ENABLING PROCESSES



DESIGNED BY MEN FOR MEN



ENTRENCHED MINDSETS





DECISIVE

ASSERTIVE

INDEPENDENT



CARING

NICE

UNSELFISH

WHAT CAN
YOU DO?



COMMITMENT – AT ALL LEVELS

FEMALE LEADERSHIP PROGRAMS

MENTORING & SPONSORING

INDICATORS

ENABLING PROCESSES



FIFA FEMALE LEADERSHIP DEVELOPMENT PROGRAM



HOW CAN YOU MAKE A
DIFFERENCE?

WHAT SIGNALS IS YOUR BEHAVIOR
SENDING?

ARE YOUR ASSUMPTIONS HELPING OR
HINDERING?

THANK YOU!